

**SKY-HIGH IN ENTERTAINMENT!
A NEW TOPS IN MUSICOMEDY!**

**STAR
OVER
BOULEVARD**

And What Stars!

**PAT O'BRIEN · JANE FROMAN
JAMES MELTON · JEAN MUIR
FRANK McHUGH · PHIL REGAN**



WARNER BROS. CAMPAIGN PLAN

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PARDON US FOR POINTING

but we just couldn't resist the fore-finger method of calling your attention to these important sales angles for your campaign on "STARS OVER BROADWAY."

The same man who co-authored "Twenty Million Sweethearts" is responsible for much of the gaiety, sparkle and action which so distinguishes this film. And like "Sweethearts" this show has a strong lineup of screen and radio fan-favorites. James Melton and Jane Froman, whose combined followers run into the millions, make their screen debut. When you see 'Stars Over Broadway' you'll agree that James Melton is going places. He's got a million dollar personality to

match the voice that's made him aces on the air waves. Warren and Dubin in light of their past successes have definitely joined the great composer ranks. They've clicked again with hit tunes for this picture which have already been air-plugged over the national networks for a four week advance-of-release build-up. Melton sings these as well as a few famous operatic arias, currently so popular. In addition, film boasts the funniest amateur hour ever screamed at.

YOUR OPENING GUNS ON THIS CAMPAIGN : 7 IDEAS FOR A BIG THANKSGIVING SHOW!

1. Along the idea of a "Christmas Fund," you might organize a "James Melton Thanksgiving Fund." You can hold a charity performance, possibly advancing your prices, having reserved seats and building the show up as a big charity affair. You can tie up with local merchants on supplying commodities to be given to the needy.
2. Get a tremendous pumpkin, hollow it out and line it with wax paper. Fill it with small prizes, attaching strings to each one. Set up the works in lobby a week before Thanksgiving with card telling youngsters that pumpkin will be a "grab bag" for the Thanksgiving Day show. Then, when the day arrives, let the first kids to arrive pull a string and get a free prize.
3. "James Melton Thanksgiving Dance" can be held in lobby after last show, or at your Charity Fund show. Credit cards might bring in promoted refreshments.
4. Chrysanthemums are popular Thanksgiving flowers. Why not get florist to name a special type the Jean Muir Chrysanthemum?
5. Thanksgiving festival on stage. Co-operating merchants offer prizes for best costumes, with newspaper tying in with announcement stories.
6. Offer prizes to kids who can best carve out and paint pumpkins in caricature of Pat O'Brien.
7. Paste star heads of Melton, Froman and the other players on pumpkins, planting 'em in lobby and store windows.

* If you're not playing this show around Thanksgiving time, we're sorry!

HER CROWNING GLORY

The JEAN MUIR COIFFURE



• No matter how beautiful her clothes and jewels, a woman must look to her hair for the final touch that sets her apart from 'just another woman.' We feel that this hairdress, which we have dedicated to the lovely Jean Muir, will make you the envy of all.

BETTY'S BEAUTY SHOP

JEAN MUIR
Lovely star of "Stars Over Broadway," the Warner Bros. hit in which she appears with Pat O'Brien, James Melton, Jane Froman and Frank McHugh. Now playing at the Strand Theatre.

For a beauty shop tie-up, you might be able to run this co-op ad. Why not show it to beautician. If they can use it, order still No. JM 566—10c.

Slants On The Music Angle

With three big song hits in the picture, you'll probably be able to tie up on the music in several ways. Radio orchestras and night club leaders might plug numbers, saying a few words on the film. Of course you'll try for the music window tie-ups, and perhaps get 'em to play songs over P. A. system. On your own, you can plug songs from bally truck and over P. A. system out front.

Star-Shaped Star Heads For Lobby

You might blow up heads of the film's stars, cut 'em out in star shape and put a little glitter around the edge. Then you set 'em up in lobby with caption like this underneath: "JAMES MELTON, one of the 'Stars Over Broadway.' Coming soon."

'Watch The Stars' Says Teaser Ad

If there's a Broadway in your town, teaser campaign along these lines might interest you: Ads and signs 'round town say: "You'll find a prophesy in the 'Stars Over Broadway.' Watch them tomorrow night." The next night you have airplanes, balloons, banners, or anything else you can think of to carry your copy over Broadway — using Neon lighting or radium paint.

THEY'LL SING YOUR PRAISES



JAMES MELTON
and JANE FROMAN
Appearing together in "Stars Over Broadway," with Pat O'Brien, Jean Muir and Frank McHugh. Now playing at the Strand Theatre.

When your friends see your house with its new Roger Rugs, they'll insist that 100% has been added to your home in warmth and beauty. For Rogers Rugs are designed not only for durability, but for unexcelled beauty. See them today.

FEIN'S FURNITURE STORE

Although this co-op ad is written for a furniture store tie-up, you can use the same idea for any other type of merchandise. Still No. SB 200 is priced 10c—if they like it!

WE'LL SUIT YOU!

—And so will James Melton



JAMES MELTON
Appearing in "Stars Over Broadway," now playing at the Strand Theatre.

You'll get a great deal of pleasure hearing James Melton sing in "Stars Over Broadway," his hit for Warner Bros. And you'll get the same distinctive pleasure from our Winter-weight worsteds. See these hand tailored and smartly cut suits in our Men's Shop.

Priced from \$45 upward

ARNOLD ALTMAN AND CO.

Men's Shop — 6th Floor

Men's Shop might be persuaded to run this co-op ad, changing it to conform with store policy. If they like it, order still No. Melton 10—10c.

Radio Stars Identified By Stills

A lobby contest that you can spread over a week or two before opening works like this: Take stills of 10 or 12 big radio stars, including Froman and Melton. Put 'em up in groups of two or three, having a new group each time you change program. Patrons guess who the stars are, winning ducats if they're correct. Of course contest can be run all at once—or planted in paper if editor likes it.

FREE TRANSCRIPTION

Electrical transcriptions have already been sent to over 300 radio stations. The million dollar music, orchestras, actual scenes taken from the sound track—it's all set for you on a twelve-minute record (three minutes allowed for station and theatre announcements). If your station hasn't already received one, send to the Editor, Warner Bros. Campaign Plan, 321 W. 44th St., N. Y. C., and you'll get one by return mail—as long as they last!

Town's Stars In Big Radio Show

Perhaps you can organize a big talent show on the air, with all the stars of town appearing in a short number. Show is introduced by saying: "The Stars of Syracuse honor 'Stars Over Broadway.'" They say a few words about the film and its stars, and plug songs. A 'Night of Stars' is held annually in New York for charity, and hundreds of stars appear on the program, which is one of the greatest of its kind. N. Y. Daily Mirror helps sponsor it—and goes into reams of publicity on the idea. Think yours could be worked into something as big?

Melton Singing In Store Tie-Up

"'You Let Me Down' sings James Melton, star of 'Stars Over Broadway,' now playing at the Strand Theatre. But he isn't singing to Marxon's for we never let you down. All our customers are satisfied customers." A blow-up of Melton singing completes this store window tie-up. Or do you prefer trying it in a co-op ad?

Song Title For Dept. Store Tie-Up

Song from film entitled "At Your Service, Madame" suggests a department store tie-up along these lines. Caption in window reads: "'At Your Service, Madame,' with immediate delivery on all purchases." Still display and copy, possibly with sheet music and counter cards, fill out the window.

Lobby Peep-Box With A New Slant

For an inexperienced lobby stunt, how's this? Card-board is set up in lobby. Star is cut out and behind it are stills from film and copy telling folks that their lucky stars point to "Stars Over Broadway." Underneath the cut-out star, caption reads: "Your fortune's in the stars. Look and see."

Search For Radio Talent In Lobby

If you're friendly with manager of radio station, you might get him to run a talent search in your lobby. Entrants try singing numbers from film, with co-operating station offering short contracts to winners. If you think the stunt will crowd lobby too much, it could be run on stage.

FOREMOST EXPLOITATION

TELL HOW TO SELL JAMES

We know that you'll want to introduce James Melton in the big build-up manner, so we've called upon three of the country's foremost exploitation authorities to help you.

A. MIKE VOGEL, *Motion Picture Herald*, gives you an all-angle **away from the theatre** set-up. *Loads of angles for you here.*

EPES SARGENT, *Variety*, presents a number of strong **around the theatre** ideas. *How many do you think you can use?*

"CHICK" LEWIS, *Showman's Trade Review*, tells you how he'd sell James Melton via **newspaper and radio**. *Plenty practical.*

● *To Messrs. Vogel, Sargent and Lewis, whose immediate willingness to cooperate made this James Melton promotional plan possible, we offer many, many thanks.*

How I Would Introduce James Melton (AWAY FROM THE THEATRE)

by

A. MIKE VOGEL

Chairman, Managers' Round Table of M. P. Herald

In addition to the numerous ideas which can be put to work around the theatre and via the newspapers, there are, of course, other ways in which to exploit James Melton away from the theatre. With this in mind, the following are a number of ideas adapted from stunts successfully put over by Round Tablers in the field:

JAMES MELTON PROXY — Sig Solomon, Quigley Silver Award winner in July, put over a very smart campaign around a Mae West proxy idea in which a local girl impersonated that star and dressed characteristically, was guest of honor at a number of functions put on as though Mae West herself were present. Campaign was detailed in the Round Table section of *Motion Picture Herald*, issue August 17.

To stir up additional interest, it may be possible to find a Melton proxy in your town through some form of a contest in which the winner shall be the one whose physical measurements most approximate Melton's in addition to perhaps a facial resemblance. Of course, if the winner has a singing voice, still better, but this is not absolutely necessary.

Tie-ins might be made with local merchants to furnish the Melton proxy with an outfit of clothing and of course the usual arrangements may be made for use of new model car, hotel accommodations, night club parties, etc. where these facilities are available.

Perhaps you may be able to put over some sort of a civic ceremony whereby James Melton via his proxy can be adopted as a "City Son" which is nothing more than a variation of the key to the city gag. Your Mayor and other civic officials might be sold on this because of the fact that Melton, from an inauspicious beginning, has worked himself up to national repute via the radio, concert stage and screen, thus providing an inspiration for ambitious youth, etc., etc.

Should this be arranged, then of course the proxy accepts all honors on behalf of the star and the ceremonies can be made more important by wires from Melton and perhaps other Warner players.

Novel, too, might be receptions at the various lunch clubs, women's organizations, etc. where in phonograph records of the star would be played at the meetings, this feature to be introduced by toastmaster as though Melton himself were on hand to entertain.

In fact, if I were playing "Stars Over Broadway," I would endeavor to have a record made at the studios by Melton in which he would acknowledge his introduction by the toastmaster and then go on into one of his numbers from the picture with the usual theatre credits. In other words, another form of the ballyhoo record.

Where the proxy idea cannot be put over, perhaps the manager himself might arrange to accept these honors on behalf of the star.

WELCOME JAMES MELTON — A few years back, I inaugurated a very successful nationwide campaign welcoming Clara Bow back to the screen, and some of the stunts that went over might repeat their success in this instance. Leading off was a welcome campaign, in which stationery, typewriter, fountain pen dealers, etc. were tied in on a contest, entrants being invited to write a welcome to the star in fifty words or less.

The official welcome greeting blanks were provided by the stores tied in on the stunt, the snapper being that entrants were invited to make up their welcomes on the typewriters sold by the dealer or with the fountain pen he was selling, and of course on the stationery he was plugging.

In other words, instead of inviting the public to come in and try out these various appliances which usually is not effective, here is a plan by which hundreds perhaps thousands would welcome the opportunity to actually try out these advertised products, especially if the prizes were interesting. In addition to the usual theatre guest tickets, the cooperating stores of course would be expected to furnish prizes.

Additionally, the welcome campaign could include buttons and badges to be worn by waitresses, soda clerks, cigar store attendants, hotel clerks and others coming in contact with the public. Of course there are the other ways of introducing this star through other clothing tie-ups which return window displays and other outside means of publicity.



A. MIKE VOGEL

EXPERTS OF TRADE PRESS

MELTON TO YOUR PUBLIC

How I Would Introduce James Melton (AROUND THE THEATRE)

by

EPES W. SARGENT

Exploitation Editor of Variety

Ideas, well planned and executed around the theatre can do almost as much to popularize a star as a newspaper or ballyhoo campaign. I've listed some ideas below which may be adapted to local use. I realize that not all will go in your situation, but it is hoped that they will cue your theatre campaign.

1. Well in advance of film's opening, I'd place a large blow-up of Melton in a singing pose in my lobby. Behind the enlargement I'd have a small victrola playing records of Melton singing the song hits from the film.



EPES W. SARGENT

patrons are invited to request songs they want to hear. Upon doing so, usher plays the asked for record.

5. A novel teaser campaign can be worked effectively in the lobby, by the use of a microphone, a radio, and a victrola playing a Melton record. Signs tease patrons with copy on "the new singing sensation soon to be seen at this theatre," etc.

6. In the lobby or via P.A. system, I'd have a voice-guessing contest. All that is necessary is an usher to play recordings of many popular vocalists. Listeners are asked to identify the voice of Melton.

7. For an inexpensive stunt I'd rig up a bulletin board front on which I'd post press clippings and photographs on James Melton. Clippings from the press book are ideal for this purpose. Caption on this material should be "NEWS ABOUT A NEW STAR!"

8. I'd make up a display labeled "The Hall of Fame," in which I'd place all the famous film stars who've played at my theatre. In the center of the display, I'd have a big photo of James Melton, with copy, "A New Star Joins the Strand Hall of Fame." Might devote one wall of lobby to the idea.

9. I'd welcome James Melton to my theatre with all the angles I've ever used on a 'Welcome' campaign before. Signs, a floral wreath and a key to the city, etc.

10. Before the trailer goes on, it might prove effective to drop a tremendous transparency in front of curtain. House is darkened when display is lowered, only lights being behind transparency. For this display, a head of James Melton with copy reading "James Melton — The New Singing Star" will do the trick.

11. It might be possible to arrange a song-guessing contest from stage, playing a number of Melton's most popular songs, and asking audience to guess titles of each melody as it is played.

12. To interest the fashionable young men, I'd arrange a display of clothing in lobby, under headline, "What James Melton Advises the Well-dressed Man to Wear." I'd include actual clothing, shoes, and haberdashery, promoting it from dealers, who receive a credit line in return. If the idea went over well enough, I'd arrange to change the display daily, devoting one day to sport clothing, one day to business wear, another to evening clothes, etc.

13. I'd even use the old stunt of having a giant postcard in my lobby, addressed to James Melton, telling him that the film fans of the town think he will be a great star, etc. Patrons are invited to sign it.

14. I'd play James Melton records as exit marches, with an announcement, breaking in over P. A. system, something like this: "Ladies and Gentlemen: May I have your attention for just a moment. You are now listening to the voice of James Melton, a new singing star soon to be seen at this theatre."

How I Would Introduce James Melton (VIA NEWSPAPER AND RADIO)

by

'CHICK' LEWIS

Publisher, Showman's Trade Review

I consider newspapers and radio the two best mediums for introducing a new star to the movie-going public. If it were my job to tell the town about James Melton, following are a number of the ideas I would put to work . . . or try to, anyway. No doubt, you have many ideas on the subject yourself, so let the following items act as suggestions to be supplemented by your own angles.

1. No need telling you that James Melton is one of the most popular radio artists. I'd send a double-barrel barrage of publicity to all radio editors — this, of course, in addition to releases to movie editors.

2. A few weeks in advance of film's opening, I'd plant a scene cut of Melton in a cooperating paper, and ask fans to tell who this new star is, awarding passes for the first ten correct answers.

3. I'd utilize the personal columns of papers with a plant along these lines: "James Melton: I've thrilled to your voice on the radio so often, I can't wait to actually see you in your new film. Alice."

4. I'd contact merchants in an attempt to secure a cooperative ad, using James Melton stills for illustrations of the various men's fashions.

5. There are autographed photos of James Melton available. I'd secure a good supply of them, numbered successively, and hand them out. Then through a tie-up with a newspaper, I'd insert an ad in the 'Lost and Found' like this: "Lost: Autographed photos of James Melton, with the following numbers. (List numbers) Finders will be awarded two tickets each for (name of film, etc.)." Newspaper cooperates with ads and publicity stories.

6. Should local paper be looking for a suggestion to plug their 'Classified Ads.' I'd suggest that they scatter James Melton's name through that section, awarding passes to first ten finding all the names.

7. Most papers have Kiddie Klubs of one sort or another. I'd try getting them to make James Melton an honorary member.

8. If there's a paper in town having a Horoscope Department, I'd have person in charge give James Melton's horoscope.

9. For another way to crash the papers, I'd contact the cooking editor and ask her to make up a recipe for James Melton's favorite dish. Or if she's willing, a contest on "What Type of Dinner I'd Prepare if James Melton were Coming to My House."

10. Front page underliners, using teaser copy about the new star.

11. I'd go big on radio ideas, starting with spot announcements before and after his weekly program.

12. James Melton is on the Palmolive Soap program. This offers a possibility for ad and window tie-ups with local distributor.

13. If radio station is looking for idea for morning and afternoon broadcasts, I'd try selling them on playing fifteen minutes of Melton records, with announcements between each number about Melton.

14. Think you can land a radio contest? If so, have station ask listeners for an expression that can be used to describe Melton, awarding passes for best ten. Something like Vallee — "The Vagabond Lover"; Whiteman — "The King of Jazz," etc.

15. If there's an amateur hour running, suggest that a part of program be devoted to a James Melton impersonation contest.

16. Sell news commentator on the idea of mentioning the arrival of the new James Melton picture. His angle is that another radio star goes Hollywood.

17. I'd try getting vocalists to plug the songs that Melton features in the film. Of course they credit Melton.

18. If a big opening is planned, I'd get after radio station to broadcast opening ceremonies, announcer describing the crowds, introducing celebs who tell how much they are looking forward to seeing the new singing star.

19. During the run of the film, suggest that station play a chorus of one of Melton's recordings of a song from the film. At end of chorus have announcer break in with a short newsy talk about Melton.



'CHICK' LEWIS

Gossip Column Quizzes For A

(First Day Contest)

STARS OVER BROADWAY

by
BEAU PEEP

"So this is Broadway."

It's the expression used a hundred thousand times a night by thousands of people first seeing "Broadway."

They stand at the corner of 42nd Street and Broadway, which is the heart of the entertainment world, in bewilderment. They discover that Broadway, most famous of all theatrical streets, has few important theatres.



Jean Muir

Two of the greatest motion picture palaces, Warner Bros. Strand and Hollywood, are on Broadway. The legitimate theatres are on side streets running off of Broadway.

The visitor sees flashing lights, in myriad colors, hurrying people, strolling couples, corner loafers, clanging gongs, shrill whistles, gapers, shovers, scowlers, grinners, moochers, suckers, sophisticates, yokels, wise guys—lights, and more lights, furtive tipsters, tight lipped steerers, eating places, people—people—

Broadway, the visitor soon realizes, is not only the name of a street. It is not even merely the name of an institution. It is America's perpetual World's Fair — whose motto and reason for existence is fun.

Pat O'Brien, who has one of the stellar roles in "Stars Over Broadway" was once listed as one of the ten best actors on that same street. Pat is the chap who was yanked off of Broadway to play the part of Hildy Johnson in (1)? Incidentally, he's one of Hollywood's shining examples of "How to be happy though married."

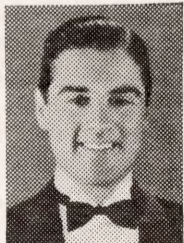
Do you know that James Melton is making his film debut in "Stars Over Broadway" as is that other radio star, Jane Froman? Jimmie is one lad who found Broadway "easy." He landed there with a radio singing job, went from radio to the musical comedy stage and then went back to radio, from where he was taken to Hollywood by a Warner Bros. contract. Do you know that he still is broadcasting for (2)

Jean Muir is the stage name of (3)? She too, has had many lucky breaks and reached film stardom in less than two years. She is unmarried and so far as is known has no "steady boy friend."

Jane Froman was pronounced one of radio's most popular singers in a recent nation wide poll. She started her radio career in Cincinnati, where she graduated from the Conservatory of Music. She has been in vaudeville and was with Ziegfeld Follies of 1934 and 1935. Her first film in Hollywood was "....."

Frank McHugh is a very lucky young man. A hard working, clean living, conscientious screen comedian with a long stage background, Frank recently awoke to find himself acclaimed by critics all over the world for his work in the Reinhardt production "A Midsummer Night's Dream" in which he has the important and difficult role of (5)

If you want to get a chance in the movies, you might start by being a cop in New York. Cops are not noted either for melodious voices or suave manners, and consequently if you are a cop and can sing, you may get a chance to sing over the radio and thus be heard by motion picture scouts. Then, if you have the looks and can act, you'll get the same break as did (6)



Phil Regan

..... Frank Fay, noted Broadway personality is back on the street, after completing "Stars Over Broadway" in which he has the role of the master of ceremonies of an amateur hour. Frank didn't have acting to do, as for years he has been a very popular MC. He is married to (7)

Do you know that there is a big war brewing in music circles? It all arises over the license fees charged to orchestras for using copyrighted music over the air or in restaurants. Two of the most famous composers in America wrote the original songs for "Stars Over Broadway." They are (8) and who also authored (9)

Wilson Mizner said "The only way to avoid the nickname 'Hey, You' is to have money." Do you know that (10), who played the lead in "Black Fury" is now filming the life of Pasteur?

Another Beau Peep column tomorrow.

Copy has been handled in informative and interesting manner so as to please as well as tease contestants. Each column contains gags and interesting chatter about famous stars—with names deleted here and there for contestants to fill in. The fourteen illustrations for the entire five-day contest available on a single mat. Order mat No. 401—40c.

(First Day Publicity)

Play Columnmania And Win Tickets To The Strand

Can you play "Columnmania"?

Right now it's the most popular game with Broadwayites. It was started by Broadway columnists, who started it in their papers by making a statement, omitting an essential name and expecting their readers to supply the missing name or fact.

Then Broadway began "talking" it — making half completed statements. Those to whom the statements are addressed are supposed to know the rest.

Inasmuch as the introductory remarks are always taken from the gossip columns of metropolitan newspapers, which Broadwayites still believe to be the only worthwhile histories of daily events, the game usually ends in a running conversation.

Now the (newspaper) invites its readers to amuse themselves playing "Columnmania" for five days. It's easy, there are no rules, and there's a big reward awaiting those who display exceptional skill. Just turn to "Stars Over Broadway," the new Beau Peep column, the first one of which appears in the (newspaper) today.



Pat O'Brien

These columns will be published daily for five days. In each column, Beau Peep will make 10 statements, each of which is incomplete. Supply the missing information and rush your answers to the "Stars Over Broadway" Contest Editor of the (newspaper) before o'clock on Each of five readers who submit the most accurate lists of answers daily, will win two tickets to the Theatre to see "Stars Over Broadway," the new Warner Bros. musical comedy which opens there on

"Stars Over Broadway" marks the film debut of the noted radio film stars James Melton and Jane Froman. Pat O'Brien heads the all star cast which includes Jean Muir, Frank McHugh, Frank Fay and others.

It is a stirring drama with music, and special dances directed by Busby Berkeley and Bobby Conolly.

Now turn to Beau Peep's column and begin playing. Send in your answers and remember another Beau Peep column will appear tomorrow.

(Second Day Contest)

STARS OVER BROADWAY

by
BEAU PEEP

Broadway is chuckling over the proposed national organization of mothers-in-law to boycott jokes at their expense. Those interested in the movement declare that the mother-in-law has become the country's bug-a-boo and that the institution of the family is being threatened by the fact that the mother of a man or woman who is married has been held up to ridicule and contumely so long she is believed to be the personification of everything mean.

"Columnmania," the new game introduced to the city yesterday by this newspaper has become the rage over night. Today a second game is published, also with two tickets to the Theatre as prizes to each of the five winning contestants.

If you are among the five who submit the most accurate lists of missing words or names to the ten incomplete statements, you'll see the latest form of screen entertainment, a Warner Bros. musical comedy "Stars Over Broadway," in which the two famous radio stars, James Melton and Jane Froman make their screen debut with an all star cast headed by Pat O'Brien, Frank McHugh and Jean Muir.

Pat O'Brien was once a chorus boy, although he was a star football player at University. Another athlete in the cast of "Stars Over Broadway" is James Melton, the radio star, who once seriously considered becoming a professional football coach. And Phil Regan was a policeman. Melton has three college degrees. He was born in (2) James Cagney, the famous "Bottom" of "A Midsummer Night's Dream" is to be starred in "Robin Hood." Cagney became films' greatest crook catcher in (3)

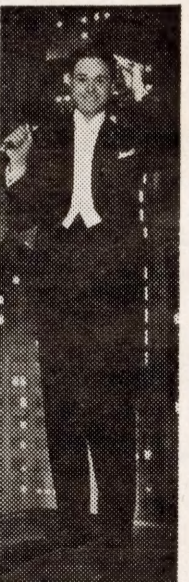
I hear that Jean Muir, since being given a chance to sing in "Stars Over Broadway" has ambitions of becoming a singing star. You know she first achieved film fame as the farm girl in (4), the picturization of the best-selling novel of the same name. The star of the stage version of "Petrified Forest," (5), is doing the same character in the film version. We hear that those two dramatists who produced "Crime Without Passion" are doing another film now. We mean (6) and (7)

A little late, but we managed to take a peak at that new ship the Normandie recently. All the reports about it were not overrated, and we figure the ship is almost as big as the Mayflower must have been. Do you know that "Wanna Buy a Duck?" is no longer used by that radio comedian, (8), One of the most beautiful of the Hollywood stars, which is saying plenty, is a gal I met recently, and saw again as Tintania in "A Midsummer Night's Dream." You know, that's (9) I hear Warner Bros. are doing the film version of that novel it took me so long to read and about which at least a thousand gags were pulled on. (10) should be a grand film.

Now send in your answers and remember that if you don't win tickets today, you'll have another chance tomorrow when Beau Peep has another column in the (newspaper). Send answers to the "Stars Over Broadway" Contest Editor of the (newspaper) before o'clock on (date).



Jane Froman



James Melton



Anita Louise

New Idea In Five-Day Contests

(Third Day Contest)

(Fourth Day Contest)

(Fifth Day Contest)

STARS OVER BROADWAY

by

BEAU PEEP

Most people get married, and most married couples stay that way. Whether they do or don't means little to anyone except their immediate families.

There are many happy Hollywood families. I've thought of a few of them, and here they are in today's game of "Columnmania."



Ann Dvorak

Once more the (newspaper) offers five pairs of tickets to the Theatre to see Warner Bros. new musicomedy "Stars Over Broadway," which opens there on

All you have to do to win is to be one of the five readers who submit the most accurate lists of answers to the "Stars Over Broadway" Contest Editor of the (newspaper) before o'clock on

Here's the latest gossip of happy families. You'll find a name missing in each of ten statements. If you can supply the names, you may win two tickets to the

Dolores del Rio the glamorous Mexican film star is married to a famous artist (1) She is the star of "I Live for Love."

Joan Crawford is the latest Hollywood bride, although she was married in New York state recently to (2) If you've seen "Shipmates Forever" you've been impressed with the charm and grace of Ruby Keeler. Her husband, incidentally, is one of the greatest of stage, screen and radio stars. He is (3)

While usually actors marry actresses, occasionally there is a union of the kindred arts. This is the case of Fay Wray who remains happily married to (4), famous writer of sky pilot stories.

Pretty Ann Dvorak, who can sing and dance as well as she can act, and is also a biologist of note, is the wife of (5), also an actor scientist.

Bebe Daniels married a film hero. He is (6), but it hasn't marred the peacefulness of their domestic lives.



Al Jolson

Norma Shearer is married to (7) the producer and Director Mervyn LeRoy is the spouse of (8) Clara Bow, the red headed flame of the films is contentedly wedded to tall dark and handsome (9) Edward G. Robinson married a former actress (10), with whom he is still in love after many years.

Another chance to win tickets to the Theatre comes tomorrow when the fourth chapter of "Columnmania" will appear.

ANSWERS

FIRST DAY

1—Front Page. 2—Palmolive Soap. 3—Jean Muir Fullerton. 4—"Stars Over Broadway." 5—Quince the Carpenter. 6—Phil Regan. 7—Barbara Stanwyck. 8—Al Dubin and Harry Warren. 9—"I Only Have Eyes For You." 10—Paul Muni.

SECOND DAY

1—Marquette University. 2—Georgia. 3—"G Man." 4—"As the Earth Turns." 5—Leslie Howard. 6—Ben Hecht. 7—Charlie MacArthur. 8—Joe Penner. 9—Anita Louise. 10—Anthony Adverse.

THIRD DAY

1—Cedric Gibbons. 2—Franchot Tone. 3—Al Jolson. 4—John Monk Saunders. 5—Ben Lyons. 6—Leslie Fenton. 7—Irving Thalberg. 8—Doris Warner. 9—Rex Bell. 10—Gladys Lloyd.

FOURTH DAY

1—Fred Astaire. 2—Nijinski. 3—Nini Thealade. 4—Ginger Rogers. 5—Eleanor Powell. 6—Ann Dvorak. 7—Isadora Duncan. 8—Bill Robinson. 9—Hal LeRoy. 10—Marilyn Miller.

FIFTH DAY

1—Dick Powell. 2—Grace Moore. 3—Bing Crosby. 4—Kay Francis. 5—Al Jolson. 6—Everett Marshall. James Melton. 8—Jane Froman. 9—Wini Shaw. 10—Eddie Cantor.

STARS OVER BROADWAY

by

BEAU PEEP

Some game, this "Columnmania," which started on Broadway and is sweeping the nation. It originated with Broadway columnists who began leaving out essential names in their pithy paragraphs.

Here, though, they get more than the fun of puzzling a listener. For instance five readers of the (newspaper) win two tickets to the Theatre every day. The first day's winners are: (insert names of winners).

Dancing runs in cycles, but at all times since the beginning of recorded history, dancing has been the favorite pastime of men and women. Right now dancers are among the most popular film stars,

and I've used some of the outstanding ones in connection with today's game of "Columnmania." If you can supply the name missing from ten statements, you'll probably win two tickets to the Theatre where "Stars Over Broadway," the new Warner Bros. musicomedy, opens on Just fill in the names and rush them to the Stars Over Broadway Contest Editor of the (newspaper) before

There is a famous dancer who is an outstanding screen star. His sister married an English nobleman. His first bid for film fame was made in "Flying Down to Rio." Ginger Rogers was his partner. He is (1) There are still great dancers, many of them, on stage and screen. Yet the greatest of all dreams away his life in a mental hospital in Switzerland. He is (2) and his sister staged the ballets in Warner Bros. "Midsummer Night's Dream." In that same production was a prima ballerina of whom Nazimova once said "I am the present; that child is the future." That dancer was (3)

There's a red headed film star who once won a Charleston contest, but who was never known as a screen dancer until she was teamed with Fred Astaire. Her name is (4) Broadway columnists are still battling over who discovered the sensational dancer who became a hit on the release of "Broadway Melody of 1936." She is still the toast of the street. She is (5) Speaking of toasts, some of you may remember Ann Lehr, once the most famous of Broadway show girls. She has a daughter who is a real film star. (6) started in Hollywood as a dancer and still swings a mean hoof, as evidenced by her work in "Sweet Music."

Oldtimers still insist there has been no dancer to compare with



Barton MacLane



Leslie Howard

STARS OVER BROADWAY

by

BEAU PEEP

Here's your last chance, Film and Radio Fans, to win free tickets to see your favorite stars in the new Warner Bros. musicomedy "Stars Over Broadway," which opens at the Theatre on

Winners of the second day's game of "Columnmania" are: (Insert Names.) Winners for the three succeeding days will be published as soon as the judges hand down their decisions.

"Columnmania," you know, is the game played on Broadway and by New York newspaper columnists who omit a name essential to the meaning of a statement. So popular is the game that many Broadwayites "talk it."

Here's the way they would express themselves about popular singers. See if you can supply the missing names, and if your answers are among the five most accurate lists submitted to the "Stars Over Broadway" Contest Editor of the (newspaper) before o'clock on, when the contest ends, the two tickets are yours. Let's go.

He—"I just came from the Strand theatre where I saw 'Shipmates Forever.' Ruby Keeler is great and (1) sings better than he did in 'Flirtation Walk'."

She—"I adore him, but I wonder why he doesn't go into grand opera. Wouldn't he have been swell opposite (2) in 'One Night of Love'?"

He—"Remember the guy we heard singing 'When the Blue of the Night'? Lady, can he boo-boo-boo. I remember when he started with Paul Whiteman."

She—"Do you mean (3)?"

He—"You got me, girl. But have you heard about the new picture 'I Found Stella Parish' which stars the star of 'Dr. Monica'?"

She—"Not so hot, big boy. Every one knows (4)

He—"I hear the greatest mammy singer of them all (5) is going to make another film for Warner Bros."

She—"Why not? Warner Bros. just made 'I Live for Love' and took the famous opera star (6), for the lead opposite Dolores del Rio. Then they've cast the great radio star, the one who was voted the most popular male singer, (7) in 'Stars Over Broadway,' and teamed him with (8), who was voted the most popular woman singer."

He—"I like that girl, (9), who introduced 'Lullaby of Broadway' and 'The Lady in Red.' I hear Warner Bros. are going to star her too."

She—"Who was the blackface comedian who always sings about potatoes being cheap and his wife Ida?"

He—"Do you mean (10)?"

She—"Yes, but I'm still strong for Paul Muni."

And if you want to see Pat O'Brien, Jean Muir, Frank McHugh, James Melton, Jane Froman, and an all-star cast in "Stars Over Broadway," supply the missing names, and win two tickets to the Theatre where this new musicomedy opens on

"Stars Over Broadway" is a thrilling drama, with music, based on the lives and loves of radio stars and aspirants to fame on the air waves. It has thrilling dances, staged by Busby Berkeley and Bobby Connolly, scores of pretty girls and has been ably directed by William Keighley. It is one of the year's big productions and winners of the Columnmania Game will find themselves richly rewarded.

poor (7), whose tragic life ended in an European auto accident, when her long flowing scarf caught in the wheels of her car and broke her neck. Colored men have reached high places at all times in the world of entertainment. Right now, (8) is supposed to be the greatest tap dancer in the world. He is especially famous for his stair dance, and is rivalled only by (9), young star of the film "Harold Teen." And of course, there is (10), star of "Sunny" and "Sally."

Tomorrow the last chapter in the game of "Columnmania" will be published in the (newspaper), and it offers the last chance to win free tickets to "Stars Over Broadway."



Wini Shaw

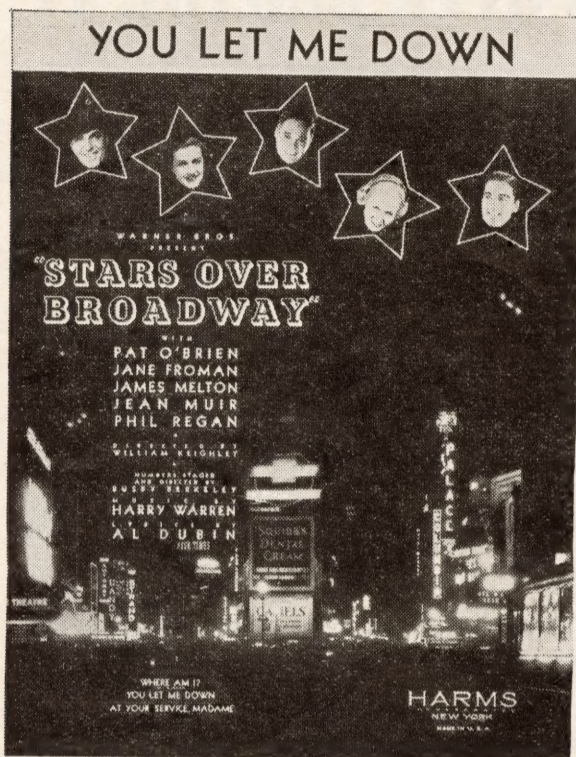


Kay Francis



Paul Muni

THIS MUSIC HAS TIE-UP CHARMS



TITLE PAGE—Title pages are available on all three songs. Yellow on black, you can see that stars and film receive plenty of display. They're FREE, so you'd better order 'em quickly.

HARMS REPRESENTATIVES

- WILL COLLINS**
Tuller Hotel Detroit, Mich.
- CHARLES GOLDBERG**
433 Little Bldg. Boston, Mass.
- BOBBY MELLIN**
804 Wood Theatre Bldg. Chicago, Ill.
- LUCKY WILBER**
5808 Sunset Blvd. Hollywood, Calif.
- Contact the nearest Harms representative for any professional co-operation you may need.



BALLY RECORD—Plugging all the songs from the picture, this record will let folks know what a tuneful film you're showing. Just the thing for your bally truck and front. Two sides, 10 inch record for 78 R.P.M. Yours for only 75c each.

Here's another all-angle-covered set-up on the music. In addition to nationwide radio plugging four weeks in advance of release, we've made available everything you'll need for local dealer campaigns—title pages, counter cards, window streamers and bally records... And here are the three song hits that'll help sell your show:

WHERE AM I?
YOU LET ME DOWN
AT YOUR SERVICE, MADAME



COUNTER CARD—Yellow on black, die-cut as shown, these cards will make a nice display for music counters. They're 9 x 12, easel-backed and printed on 6 ply board. Yours for 5c each, postage collect.

RECORDINGS

This incomplete list of recordings will show you how the film's songs are going over. Look 'em over and see which ones you can use for your front and truck bally.

- VICTOR**—California Ramblers
You Let Me Down
- DECCA**—Dorsey Brothers' Orchestra
Where Am I?
You Let Me Down
- BRUNSWICK**—Little Jack Little's Orchestra
Where Am I?
- Hal Kemp's Orchestra
Where Am I?
- Johnny Johnson's Orchestra
Where Am I?



WINDOW STREAMER—FREE in limited quantities to complete your music dealer tie-up. Snipe measures 6 x 18 inches, printed yellow on black.

LIFE-SIZE STANDEES IN COLOR



Four life-size standees are cutout and hand-colored. Prices are \$6.50 ea., two or more, \$5.75 each. Order by number.

36" FULL COLOR STANDEE

Standee at right is done in oil-paint process on heavy board, cut-out and easel-backed.

PRICES

- 1 to 5—50c ea.
- 6 for \$ 2.50
- 12 for \$ 5.00
- 25 for \$10.00



Order directly from:

AMERICAN DISPLAY CO., INC.

521 West 57th Street, New York City

THREE NATION-WIDE TIE-UPS

Already Tested - - - - The Value of MOJUD HOSE

We've illustrated the window card and an ad for this tie-up. But there's plenty more! The Mojud people are furnishing their dealers with counter displays, direct mail ideas, trailers, publicity releases and ideas for stunts to work with your co-operation. Better see your dealer pronto for the biggest Mojud tie-up yet.

Your Mojud dealers have all the info on this tie-up. For addresses of nearest stores handling this product write:

**MOCK JUDSON,
VOEHRINGER CO.**

3620 — 33rd Street
Long Island City N. Y.



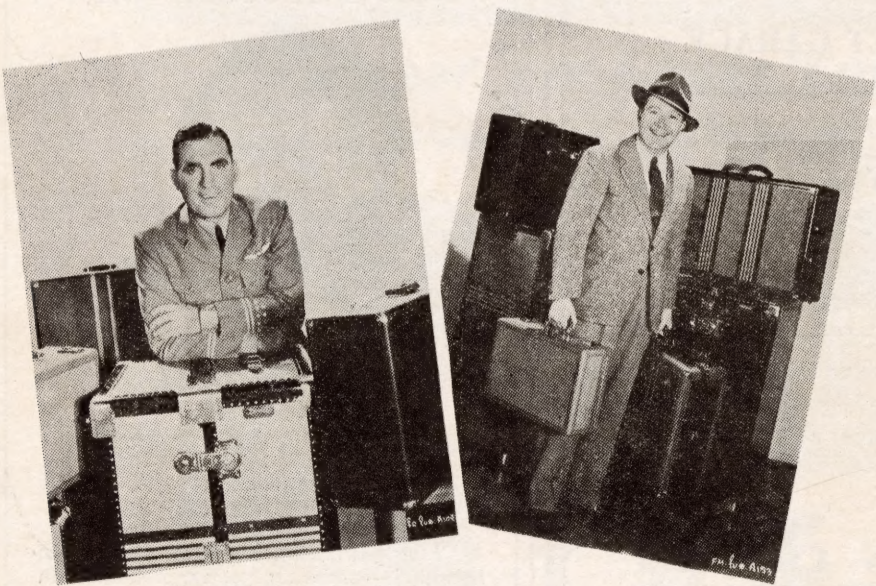
CO-OP ADVERTISING

The manufacturers have made up a variety of co-op ads, in several sizes and shapes of which a 2-col. ad is illustrated above. Note the swell plug you get for your show—and the other ads will give you just as much space.

YOUR WINDOWS

One of the window cards available on this film. A letter from Jean Muir to all Mojud dealers will contain your playdate and will be included in the display.

.. And Hartmann Trunks!



The Hartmann Trunk Company has tied up with Warner Bros., and they're giving this film a big boost. 15' x 21' standees of O'Brien and McHugh are being sent to all their dealers in time for the opening of your show, along with several unmounted posters for window use. Stills illustrated might be used for additional display. If you like 'em, order Still Nos. FM Pub A151 and PO-Pub. A108 — 10c each.

.. And Postal Telly!

STARS OVER BROADWAY
receive congratulations
via
**Postal
Telegraph**
See
"STARS OVER BROADWAY"
with
Pat O'Brien . . . James Melton
Jane Froman . . . Jean Muir
Strand Theatre . . Now
FOR FAST EFFICIENT **Postal
Telegraph**
SERVICE — USE

Your local Postal Telegraph manager has been instructed to enclose the heralds, shown above, in all messages delivered. They will also be sent with all monthly statements. Illustration is also available as a Jumbo Window card.

Heralds are 4" x 7" and prices including imprint are: 1M to 5M—\$3.50 per M; 5M to 10M—\$3.00 per M; Over 10M—\$2.75 per M. Jumbo Cards are 22" x 24" and priced at: 25 (Minimum Order)—35c. ea.; 50—30c. ea.; 100—25c. ea. Order directly from:

POSTAL TELEGRAPH GUIDE

225 WEST 39th STREET

NEW YORK CITY

SHOWMAN'S CORNER

Stars' Baby Stills In Popular Contest Epes Sargent tells of this stunt for selling a whole season of shows: Charles Schlaifer of the Blank-Tri-States Theatres arranged with the Bee-News to sponsor an identification contest. For twenty days the paper ran two infant pictures daily of stars appearing in forthcoming pictures, making a total of forty stars. With all except the last two, the Bee-News ran copy containing picture plugs and enough hints to make identification possible. The last two were inserted without any hints, making the last day a real tough one. It will interest you to know that 10,000 answers poured in to the contest editors—and all this for \$60 in cash prizes and fifty pairs of passes. Maybe your paper will go for the same type contest, especially when you tell 'em about the response it got in Omaha.

— Using the Warner Trailers? —

'Lucky Box Matinee' A Hit With Kiddies Jack Campbell of the Capitol Theatre, Brampton, Canada, reports that this stunt went over big: Once a week he ran a "Lucky Box Matinee." Twenty boxes were placed in the lobby, and each boy and girl was permitted to sign a piece of paper and put it in any one of the boxes. A week later a couple of slips were taken from each box and the kids whose names appeared were given passes. The gag went over so well that Jack has decided to keep it up. He says that the youngsters get a big kick out of it, and keep coming week after week to see if they'll get in free the following week.

— Check Your Heating System —

Phone Gag Clicks In Kline's Theatre Credit this to Lee Kline of Germantown's Colonial Theatre in Pa. Telephone was set up in lobby, with card reading: "To hear what everybody in town is talking about, pick up this phone." When patron raises receiver, buzzer in office tells usher, who goes into a spiel about picture. Phone is hooked up with P. A. system, so that spiel is heard out front as well as through phone.

— 'Captain Blood' Is Coming —

Kuehn Sends Giant Postcard To Davies Rudy Kuehn of Jersey City's Stanley Theatre climaxed his campaign on "Page Miss Glory" with a tremendous postcard addressed to Marion Davies. Card was set up in lobby three weeks before picture opened, with patrons invited to sign. Message congratulated Miss Davies on her first picture for Warner Bros. Papers came through with story of the stunt, along with photo of Rudy delivering the postcard to mail carrier.

— Vitaphone Shorts Help Your Program —

FREE RADIO SKETCH

Twelve minutes of the songs and romance of film, plus three minutes at beginning and end for picture plug. If you can use 'em, write to the Campaign Plan Editor, 321 West 44th Street, New York City, and we'll send you back a mimeographed copy for each member of the cast by return mail.

"I'm Putting On My White Tie"

Says PAT O'BRIEN



PAT O'BRIEN
Appearing in "Stars Over Broadway," now playing at the Strand Theatre.

"... But I'm sure that it's spick and span." Our cleaning and pressing service is equipped to give you unusual service at moderate prices. Phone Main-1010 and a messenger will call immediately.

CAREFUL CLEANING CO.

Maybe you can persuade your cleaner to run a co-op ad like this during run of film. If he's willing, still No. PO 174 is yours for a dime.

Singing Blow-up In Lobby

You'll find a life-size standee illustrated elsewhere in this book. Using that or a blow-up of a still, plant a small victrola behind it playing Melton records. The idea? Listeners think Melton is really singing. Well, not really.

"I FEEL TWICE AS SAFE WHEN MY BRAKES ARE O.K."

—Says James Melton



JAMES MELTON (and James Melton), star appearing in "Stars Over Broadway," now playing at the Strand Theatre.

... And you'll feel safer, too, when you know that the car you're driving is equipped for emergencies. Let us check your brakes NOW!

FRANKLIN STREET GARAGE

Try this on your neighborhood garage! The still is No. SB—Pub A59—10c. It's a composite photo, with Melton as the driver and the passenger in the car.

Guessing Vocalists From Records

For a lobby contest, you might have an usher play records of prominent vocalists, including Melton's, and patrons try guessing names of singers. Passes or what have you go to correct answers.

IDENTIFICATION CONTEST

We've gotten a bunch of small cuts of well-known players printed on a 4" x 6" herald. Copy asks folks to identify stars, offering ducats to first twenty who hand in the correct answers. They're available at the following prices: \$3 per M; 5M—\$2.50 per M; 10M—\$2 per M. Above prices include theatre imprint.

Order directly from:

ECONOMY NOVELTY CO.
229 West 39th St.
New York City

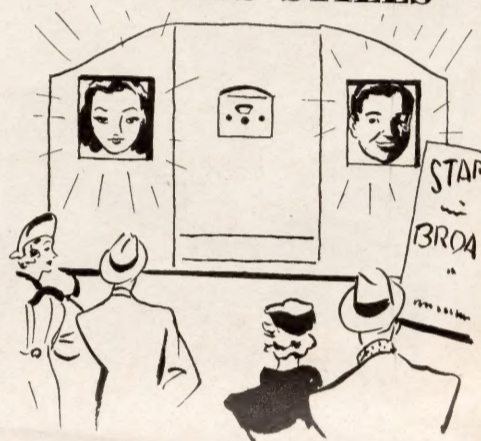
Street Signs Printed Locally

Cardboard signs could be printed locally to resemble street signs, reading "Stars Over BROADWAY" with Broadway punched out boldly. These should be tacked on all poles and fences, along with city's street signs—that is, if the cops don't complain too much about it.

Bands Play 'Broadway' Medleys

All we hear the bands playing via the ether these days are medleys. Why not muscle in on this angle by suggesting that they play medleys of tunes with 'Broadway' in 'em... like 'Broadway Melody,' 'Lullaby of Broadway,' etc. Your plug comes in when they announce it.

DIAL ON RADIO FLASHES STILLS



You might set up radio as illustrated, with records of Melton and Froman playing through the speaker. When fake dial is turned, it lights up stills of the two of 'em. Sign says: "You've all heard Jane Froman and James Melton. Turn the dial and you'll see what they look like. Then see them act in 'Stars Over Broadway'."

Bally Truck Plugs Film's Songs

For a street bally, you might banner truck and cover it with glittering stars with heads of the film's stars inserted. P. A. system plugs songs from picture.

HER CHRISTMAS GIFT



JANE FROMAN
Lovely singer in "Stars Over Broadway," a Warner Bros. hit with Pat O'Brien, James Melton, Jean Muir and Frank McHugh. Now playing at the Strand Theatre.

• Your gift to her must be simple, yet beautiful—enduring, yet not prohibitive in cost. Jewelry is the answer. Why not drop in and let us show you our collection, with pieces priced from five dollars to five thousand.

THOMAS THE JEWELER

If they've started their Christmas advertising when you play this picture, jewelry store might be interested in this idea for a co-op ad. If so, order still No. JF 8—10c.

STARS

OVER BROADWAY

SKY-HIGH IN ENTERTAINMENT!

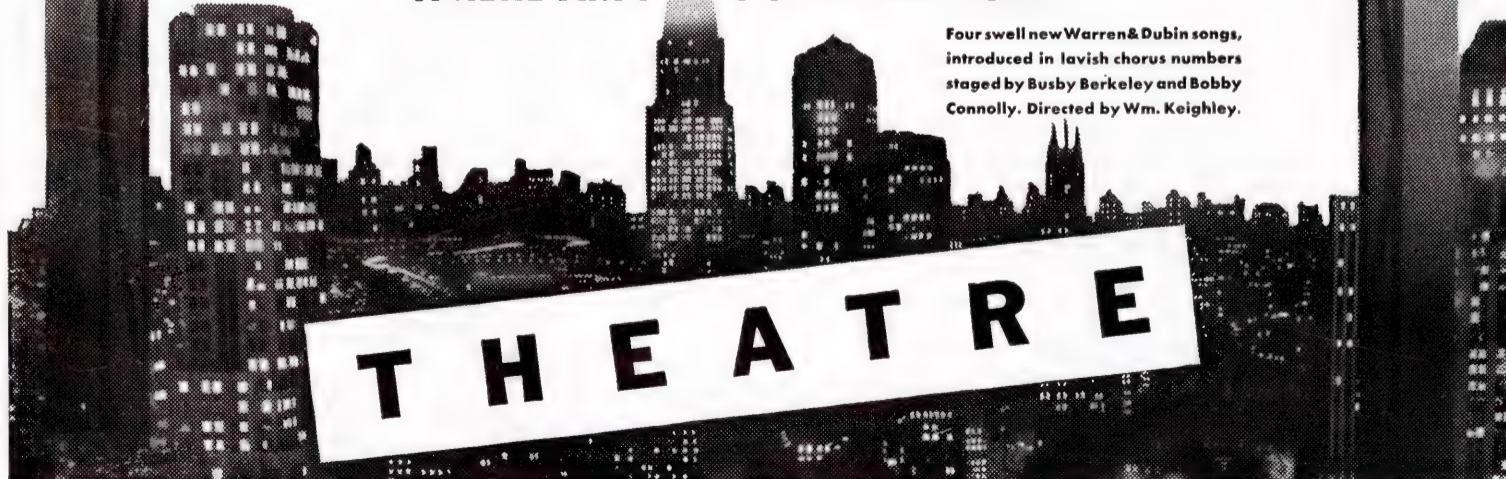
A new style—a new thrill—a new tops in musicomedies as Warner Bros. merge reigning favorites of radio and screen in a laugh-packed romance of the Street of Stars!

And What Stars!
PAT O'BRIEN · JANE FROMAN
JAMES MELTON · JEAN MUIR
FRANK McHUGH · PHIL REGAN

Hear 'Em-Cheer 'Em-Hum 'Em-Strum 'Em!

"BROADWAY CINDERELLA"—"AT YOUR SERVICE, MADAME"
"WHERE AM I"—"YOU LET ME DOWN"

Four swell new Warren & Dubin songs, introduced in lavish chorus numbers staged by Busby Berkeley and Bobby Connolly. Directed by Wm. Keighley.



692 Lines

Mat No. 402—40c

[FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 18.]

T H E A T R E

Here He Is—the man behind the voice every radio fan adores—JAMES MELTON

Special Advance Showing of
THE 1936 STYLE IN MUSICOMEDIES!

You're headed for a brand new screen thrill as you watch the stars go by in this grand new model for next year's song-and-laugh hits! It's not only different . . . it's revolutionary.
WARNER BROS.

"STARS OVER BROADWAY"

And What Stars!
PAT O'BRIEN
JANE FROMAN
JAMES MELTON
JEAN MUIR
FRANK M. HUGH
MARIE WILSON

4 Song Hits!
 'Broadway Cinderella'
 'At Your Service, Madame'
 'Where Am I'
 'You Let Me Down'
 By Warren & Dubin

We're living in a day of Amateur Hours—and here's the funniest Amateur Hour story the screen has ever told!

384 Lines Mat No. 208—20c

T H E A T R E

WATCH THESE STARS STRIKE A NEW NOTE

in song-and-laugh entertainment as Warner Bros. combine the best features . . . team the brightest names . . . of radio and screen to pack more fun, action and melody into every split-second than any song-show has ever had before! . . .

STARS OVER BROADWAY

Meet and hear magnetic JIMMY MELTON . . . a new face on the screen, but a voice known to millions.

Directed by William Keighley

Learn to Sing—
 At Your Service, Madame
 Broadway Cinderella
 Where Am I
 You Let Me Down
 By Warren & Dubin

Thrilling girl and spectacle numbers staged by Busby Berkeley & Bobby Connolly

With PAT O'BRIEN
JANE FROMAN
JAMES MELTON
JEAN MUIR
FRANK McHUGH
MARIE WILSON

300 Lines Mat No. 216—20c

STARS

OVER BROADWAY

Stars of Song! . . . Stars of Romance! . . . Stars of Laughter!

All assembled by Warner Bros. in one grand cast to set the 1936 style in musicals!

It's a whole year ahead of its time - as different from the musicals you've been seeing

as "42nd Street" was

from all that went before!

PAT O'BRIEN
JEAN MUIR
Pat's up to his old tricks—and a lot of new ones—as a high-powered radio promoter trying to promote himself a girl friend.

JANE FROMAN
JAMES MELTON
Reigning radio favorites in their feature film debut...singing 4 new songs by Warren & Dubin, and famous opera arias.

FRANK McHUGH
MARIE WILSON
At last Frankie finds a sweetie as goofy as himself—in an Amateur Night story so hilarious it's got the networks green with envy!

"STARS OVER BROADWAY"

Featuring "Broadway Cinderella" • "At Your Service, Madame" • "Where Am I" • "You Let Me Down"

416 Lines

Mat No. 403—40c

[FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 16.]

LOOK WHO'S STEPPING OUT

from the ranks of radio to the top rank of screen stars—**JIMMY MELTON**, the boy with the million-dollar personality—and a voice to match! Just one of the big features of—

STARS OVER BROADWAY

PAT O'BRIEN **JANE FROMAN**
JAMES MELTON **JEAN MUIR**
FRANK McHUGH **FRANK FAY**

THEATRE

Warner Bros. Comedy Hit!

136 Lines

Mat No. 214—20c

... THE FIRST 1936-MODEL MUSICAL HIT!

It's as different from the musicals you've been seeing as "42nd Street" and "Gold Diggers" were from all that went before!

"STARS OVER BROADWAY"


PAT O'BRIEN
JANE FROMAN
JAMES MELTON
JEAN MUIR
FRANK McHUGH
PHIL REGAN

THEATRE



82 Lines Mat No. 114—10c

STARS OVER BROADWAY

"STEP UP, FOLKS, AND SEE A NEW STAR STEP OUT"




"Yessir, it's radio's famous JIMMY MELTON in person, ladies and gentlemen—and I know you'll be as delighted as Warner Bros. were to discover that he has a million-dollar personality to match that voice that's made him aces on the air waves! We're all mighty proud to have him with us in the big star cast of this new-style music-comedy of the amateur hours."

And What Stars!
PAT O'BRIEN
JANE FROMAN
JAMES MELTON
JEAN MUIR
FRANK McHUGH
FRANK FAY

Hear Jimmy Melton sing famous operatic arias, plus Warren & Dubin's latest **SONG HITS!**
 'BROADWAY CINDERELLA'
 'AT YOUR SERVICE, MADAME'
 'WHERE AM I'
 'YOU LET ME DOWN'




T H E A T R E

266 Lines Mat No. 218—20c

HITTING A NEW HIGH NOTE IN MUSICOMEDY WITH FOUR GRAND NEW SONG SUCCESSES...



—all by those hit-tunesmiths Warren and Dubin, plus famous operatic arias sung by radio's reigning favorite, JIMMY MELTON—in a story of radio amateur hours so hilarious it has the networks green with envy.

STARS OVER BROADWAY

AND WHAT STARS!

PAT O'BRIEN
JANE FROMAN
JAMES MELTON
JEAN MUIR
FRANK McHUGH
FRANK FAY
MARIE WILSON

Out of 143,319 people we've checked 143,300 say JIMMY MELTON is their favorite radio tenor. The other 19 are tenors themselves.

Big Chorus Numbers by Busby Berkeley, Bobby Connolly

T H E A T R E

396 Lines Mat No. 303—30c

3 TEAMS OF STARS
 --- and Then Some!
 Just look what we're giving you— all in one swell show!

SONG BIRDS
 Singing idols of the air in their first screen triumph.
JANE FROMAN
JAMES MELTON

LOVE BIRDS
 In an "amateur night" story so hilarious it's got the net-works green with envy.
PAT O'BRIEN
JEAN MUIR

And just plain
CUCKOO BIRDS
FRANK McHUGH
MARIE WILSON
 At last our little Frankie's found a dame as dizzy as himself!

Spectacular novelty numbers staged by BUSBY BERKELEY and BOBBY CONNOLLY.

STARS OVER BROADWAY
 A Warner Bros. Hit Directed by WILLIAM KEIGHLEY

Hum 'Em!
 Strum 'Em!
 'AT YOUR SERVICE, MADAME'
 'WHERE AM I'
 'YOU LET ME DOWN'
 By Warren & Dubin

THEATRE

302 Lines Mat No. 215—20c

DATE THEATRE



STARS OVER BROADWAY

FIRST 1936-MODEL HIT!
 Warner Bros. are showing the way again—the way to give you more laughs and action per square minute than the singing screen ever served up before!

With
PAT O'BRIEN
JANE FROMAN
JAMES MELTON
JEAN MUIR
FRANK McHUGH
FRANK FAY

4 Song Hits by Warren & Dubin

Meet and hear magnetic **JIMMY MELTON**— a new face on the screen but a voice known to millions

190 Lines Mat No. 219—20c

A CORRECTION

Some of these ads carry the name of Phil Regan in the cast and the title "Broadway Cinderella" as one of the songs. However, both of these features had to be eliminated from the production at the last minute to reduce excessive running time — but since the change was made just before this Campaign Plan went to press, it was impossible to eliminate them from all the ads. Be sure to have both these references routed out of all ads in which they still appear, and of course eliminate them from any original copy you may prepare. In the billing you can substitute the name of Frank Fay or Marie Wilson.

STARS OVER BROADWAY

Stars of Song! . . Stars of Romance! . . Stars of Laughter!
 All assembled by Warner Bros. in one grand cast to set the 1936 style in musicomedies!
 It's a whole year ahead of its time — as different from the musicals you've been seeing
 as "42nd Street" was from all that went before!

**PAT O'BRIEN
JEAN MUIR**
 Pat's up to his old tricks—and a lot of new ones—as a high-powered radio promoter trying to promote himself a girl friend.

**JANE FROMAN
JAMES MELTON**
 Reigning radio favorites in their feature film debut...singing 4 new songs by Warren & Dubin, and famous opera arias.

**FRANK McHUGH
MARIE WILSON**
 At last Frankie finds a sweetie as goofy as himself—in an Amateur Night story so hilarious it's got the networks green with envy!

"STARS OVER BROADWAY"
 Featuring "Broadway Cinderella" • "At Your Service, Madame" • "Where Am I" • "You Let Me Down"

231 Lines Mat No. 302—30c

[FOR 4-COL. ILLUSTRATION OF THIS AD, SEE PAGE 13.]

SKY-HIGH IN ENTERTAINMENT! A new style—a new thrill—a new tops in musicomedies as Warner Bros. merge reigning favorites of radio and screen in a laugh-packed romance of the Street of Stars!

STARS OVER BROADWAY

And What Stars!
**PAT O'BRIEN · JANE FROMAN
 JAMES MELTON · JEAN MUIR
 FRANK McHUGH · PHIL REGAN**

THEATRE

162 Lines Mat No. 207—20c

IT'S A WHOLE YEAR AHEAD OF ITS TIME...
 as different from the musicomedies you've been seeing as "42nd Street" and "Gold Diggers" were from the films that went before!

STARS OVER BROADWAY

Warner Bros. Hit with
**PAT O'BRIEN
 JANE FROMAN
 JAMES MELTON**

**JEAN MUIR
 FRANK McHUGH
 PHIL REGAN**

Four New Song Hits by Warren and Dubin

THEATRE

174 Lines Mat No. 210—20c

STARS

OVER BROADWAY

WE POINT WITH PRIDE
to radio's famous JIMMY MELTON as one of the finest new stars brought to the screen in months! See him first in Warner Bros.' big new-style music-comedy, with a host of other stars and 4 swell Warren & Dubin songs.

STARS OVER BROADWAY
And What Stars!
PAT O'BRIEN JANE FROMAN
JAMES MELTON JEAN MUIR
FRANK McHUGH PHIL REGAN

DATE THEATRE

174 Lines Mat No. 209—20c

Get a load of this boy Jimmy Melton—radio's grandest gift to the screen,

LIFE'S JUST A SONG—AND THEY SING IT TOGETHER
with three other big stars joining in the chorus of laughs and melody, in this grand new, brand-new type of music-comedy—featuring four swell Warren and Dubin songs.

STARS OVER BROADWAY
And What Stars!
PAT O'BRIEN · JANE FROMAN
JAMES MELTON · JEAN MUIR
FRANK McHUGH · PHIL REGAN

T H E A T R E

208 Lines Mat No. 217—20c

STARS OF RADIO—STARS OF THE SCREEN—IN WARNER BROS.' NEW-STYLE MUSICOMEDY!

STARS OVER BROADWAY
And What Stars!
PAT O'BRIEN JANE FROMAN
JAMES MELTON JEAN MUIR
FRANK McHUGH PHIL REGAN
A Warner Bros. Picture

54 Lines Mat No. 211—20c

THE 1936 STYLE IN MUSICOMEDIES!
"STARS OVER BROADWAY"
And What Stars!
PAT O'BRIEN JANE FROMAN
JAMES MELTON JEAN MUIR
FRANK McHUGH PHIL REGAN
A Warner Bros. Picture

16 Lines Mat No. 115—10c

T H E A T R E & D A T E

JANE FROMAN JAMES MELTON JEAN MUIR FRANK McHUGH PAT O'BRIEN

Stars of Radio—Stars of the Screen—In Warner Bros.' New-Style Music-comedy!

"STARS OVER BROADWAY"
SONGS!—"BROADWAY CINDERELLA", "AT YOUR SERVICE MADAME", "WHERE AM I", "YOU LET ME DOWN"

168 Lines Mat No. 304—30c

Warner Bros.
FIRST 1936—MODEL MUSICOMEDY HIT!
Stars OVER BROADWAY
PAT O'BRIEN JANE FROMAN
JAMES MELTON JEAN MUIR
FRANK McHUGH PHIL REGAN

29 Lines Mat No. 116—10c

STARS

OVER BROADWAY

SKY-HIGH IN ENTERTAINMENT!

A new style—a new thrill—a new tops in musicomedies as Warner Bros. merge reigning favorites of radio and screen in a laugh-packed romance of the Street of Stars!

STARS OVER BROADWAY

And What Stars!
PAT O'BRIEN · JANE FROMAN
JAMES MELTON · JEAN MUIR
FRANK McHUGH · PHIL REGAN

Hear 'Em-Cheer 'Em-Hum 'Em-Strum 'Em!
 "BROADWAY CINDERELLA"—"AT YOUR SERVICE, MADAME"
 "WHERE AM I"—"YOU LET ME DOWN"

Four swell new Warren & Dubin songs, introduced in lavish chorus numbers staged by Busby Berkeley and Bobby Connolly. Directed by Wm. Keighley.



390 Lines Mat No. 301—30c

[FOR 4-COL. ILLUSTRATION OF THIS AD, SEE PAGE 11.]

FUN! ACTION! MELODY!—AND THE REIGNING FAVORITES OF STAGE AND SCREEN!

"STARS OVER BROADWAY"

And What Stars!
PAT O'BRIEN · JANE FROMAN
JAMES MELTON · JEAN MUIR
FRANK McHUGH · PHIL REGAN
 A Warner Bros. Picture

56 Lines Mat No. 212—20c

DATE THEATRE

FIRST 1936—MODEL MUSICOMEDY HIT!
STARS OVER BROADWAY
 With **PAT O'BRIEN**
JANE FROMAN
JAMES MELTON
JEAN MUIR
FRANK McHUGH
FRANK FAY
 A Warner Bros. Picture

74 Lines Mat No. 118—10c

Stars of Song!
 Stars of Romance!
 Stars of Laughter!
STARS OVER BROADWAY
 Warner Bros.' Hit with
PAT O'BRIEN · JANE FROMAN
JAMES MELTON · JEAN MUIR
FRANK McHUGH · PHIL REGAN

42 Lines Mat No. 117—10c

DATE THEATRE

1936—MODEL MUSICOMEDY

STARS OVER BROADWAY

Stars of Radio!
 Stars of the Screen!
PAT O'BRIEN
JANE FROMAN
JAMES MELTON
JEAN MUIR
FRANK McHUGH
FRANK FAY

Warner Bros. New Hit

108 Lines Mat No. 213—20c

New And Exciting Screen Musical Coming To Strand

Reported as introducing a new idea in screen musicomedies as well as two new film stars, Warner Bros.' latest musical, "Stars Over Broadway," is scheduled as the feature attraction at the Theatre on Besides being the film debut of the popular radio stars, James Melton and Jane Froman, the picture has an all star cast which includes Pat O'Brien, Jean Muir, Frank McHugh and Frank Fay.

The story, by Mildred Cram, reveals the private lives and loves, the struggles and tribulations of successful radio stars.

There is a most unusual mixture of musical numbers, which vary from classical selections taken from the compositions of Verdi, Schubert and Von Flotow, to new compositions of Harry Warren and Al Dubin, famous song writers.

The songs are mostly sung by James Melton and Miss Froman, although Miss Muir does sing one, the first time she has ever sung for the screen.

There is a spectacular specialty number in the picture, created and directed by Bobby Connolly, the famous musical comedy producer, called "At Your Service, Madame." Jane Muir and James Melton sing the lyrics.

Pat O'Brien has the role of a theatrical agent who is about to say good bye to the world because he is unable to find any clients, when he hears a porter in his hotel sing. Recognizing an unusually gifted voice, he puts the youth under contract.

James Melton, the radio star who makes his bow to the screen in this picture, is the porter.

Miss Froman, also a radio star making her debut in pictures, plays opposite Melton.

The ingenue role is played by Miss Muir, who plays the part of an ambitious amateur, who has a golden voice, but who is discouraged from going on the radio by O'Brien, who is in love with her.

Frank McHugh furnishes much of the comedy as an absent minded and over zealous song plugging friend of Pat O'Brien. Others in the cast include William Ricciardi, Marie Wilson, Frank Fay, E. E. Clive and Eddie Conrad. William Keighley directed the picture.

Radio Songbird



Jane Froman, radio singing star, whose beautiful voice is thrilling audiences at the Theatre, where she is making her motion picture debut in Warner Bros.' "Stars Over Broadway," a romantic comedy with music.

Mat No. 112—10c

Make Hit In Film



Voted by fans the most popular singing stars of radio, James Melton and Jane Froman are scoring personal triumphs as dramatic artists as well as vocalists in their first film, "Stars Over Broadway," in which they are appearing at the Theatre.

Mat No. 202—20c

All Star Screen Musical Coming To Strand Today

"Stars Over Broadway," Warner Bros.' new musical spectacle, opens at the Theatre today, with an all star cast, including Pat O'Brien, James Melton, Jane Froman, Jean Muir, Frank McHugh and Frank Fay.

JEAN MUIR in "Stars Over Broadway" at the Strand.

Mat No. 104 10c



The plot concerns the rise and fall, the loves, the lives and the struggles of Broadway radio aspirants with an inner glimpse of the hidden portals of the broadcasting stations. There is a large variety of musical numbers, including new and catchy airs by Harry Warren and Al Dubin, famous song writers, and selections from the compositions by Schubert, Verdi and Von Flotow.

Two beautiful and spectacular specialty numbers were created for the picture by two of the country's best known dance directors, Busby Berkeley and Bobby Connolly.

Pat O'Brien and Jean Muir play opposite each other, and Miss Muir also sings for the first time in films.

Incidentally, in this picture the love affairs of Pat O'Brien and Miss Muir have a happy ending. Both stars have been noted for their unfortunate film romances.

This film introduces to the picture public two famous radio stars, James Melton and Jane Froman, who play their real life roles in the picture, that of radio entertainers. Frank McHugh plays the part of a song pluggger. Others in the cast include William Ricciardi, Marie Wilson, Frank Fay, E. E. Clive and Eddie Conrad.

The story by Mildred Cram is a thrilling drama, interspersed with riotous laughs and carrying a glamorous romance. William Keighley directed the picture from the screen play by Jerry Wald and Julius J. Epstein.

Film Star Says He'll Do Cooking If Wife Gets Job

Woman's place is in the home when her husband works, and vice versa, according to James Melton, New York radio star, who makes his film bow in "Stars Over Broadway," the Warner Bros. picture now showing at the Theatre. The only thing he thinks is original about his "how to be happy though married" formula is the "vice versa."

"I'll give up my job the day my wife gets one," declared Melton, "As long as I have a home there is going to be somebody around to keep it up, even if it has to be me."

Melton, who took up singing after studying law and playing football, baseball and basketball for the university of Florida, has a wife who looks after the home. She is the former Marjorie Louise McClure, daughter of the famous writer, Marjorie Barkley McClure.

"I got her before she got the working bug," revealed the tenor. "I pulled her out of college before she had graduated and I keep her busy around the house so she won't get ideas."

Mrs. Melton, a comely blonde in her very early twenties, is one of Hollywood's busiest women. It is her job to look after the Melton finances, the Melton fan mail and the Melton servants. The only Melton enterprise she has no hand in is her husband's sole extravagance, a cruiser called the Melody. It's docked in New York.

"And am I in a swell spot!" exclaimed the young man whose voice is known wherever there are radio sets. "You see, I can cook in a big way. And I can sweep carpets, wash dishes and iron shirts. So the missus knows I'm not bluffing when I say I'll take care of the house while she earns the bread and butter."

"Stars Over Broadway," is a stirring comedy drama with music. It features Pat O'Brien, Jean Muir, Jane Froman, Melton, Frank McHugh and Frank Fay. William Keighley directed the picture from the screen play by Jerry Wald and Julius Epstein, based on the story by Mildred Cram.

Music and lyrics are by Harry Warren and Al Dubin, with special numbers staged by Busby Berkeley and Bobby Connolly.

(Review)

Smash Hit Is Registered By "Stars Over Broadway"

Pat O'Brien, James Melton, Jean Muir And Jane Froman Score At Strand Premiere

"Stars Over Broadway," Warner Bros.' new musical comedy drama, which was shown at the Theatre yesterday for the first time locally, takes the audience behind the scenes of broadcasting stations and night clubs in one of the most entertaining and tuneful pictures to come to the screen in many a long day.

The glamorous romances of radio stars, the struggles and tribulations of aspiring songbirds, their rise to success and their downfall, is presented for the first time in a most colorful picture filled with thrilling action, hilarious comedy, catchy songs and gigantic spectacles, all knit into a dramatic and concrete plot of definite unity.

There is an exceptionally talented cast which includes Pat O'Brien, James Melton, Jane Froman, Jean Muir, Frank McHugh, Marie Wilson, Frank Fay and others.

Never has the famous team of song composers Harry Warren and Al Dubin, written more catchy airs than those heard in this production.

One of the songs, "At Your Service, Madame," is made the theme for a spectacular number, staged by Bobby Connolly, noted dance director of Broadway and Hollywood.

"At Your Service, Madame" is novel and spectacular, set in the background of a penthouse and an employment agency.

Popular airs are interspersed with classical music in this novel film, for there will be heard arias from Verdi, Schubert and Von Flotow.

One of the most amusing spectacles in the film is an amateur radio hour conducted by Frank Fay in which will be heard every sort of "unheard-of" musical instrument and almost every kind of voice.

Pat O'Brien in his characterization of a Broadway theatrical agent down on his luck, who accidentally picks a man with a great voice and rises to fame with its possessor, gives his finest performance.

Melton, famous radio star, who plays the part of a porter who leaps to fame almost over night, proves that he is not only a great singer, but an accomplished actor. This is his first film production.

The picture also serves to introduce another radio star, Jane Froman, to the screen in the role which she enacts in real life.

Jean Muir sings her first song for the screen, proving she has a talent for music as well as acting. With O'Brien she supplies the love interest of the production, although their romance runs anything but smoothly.

Much of the humor is supplied by Frank McHugh as the pal of Pat O'Brien, who is quite overzealous in plugging songs for the firm that employs him. Others in the cast who do notable work in lesser parts include William Ricciardi, Marie Wilson, E. E. Clive and Eddie Conrad.

William Keighley has done an excellent job of direction in harmonizing the various parts of the story and making of it a well knit entity.

Hello, Albany!



Pat O'Brien has the dramatic opportunity of his successful film career in "Stars Over Broadway," the new Warner Bros. music comedy which also marks the film debuts of the radio stars, James Melton and Jane Froman. It opens at the Theatre on

Mat No. 109—10c

Jean Muir Sings Her First Song In Screen Musical

Jean Muir wants to become an established movie singer. She revealed this while singing in a church choir for a special scene in "Stars Over Broadway," the Warner Bros. production now showing at the Theatre.

"I've been taking singing lessons for nearly a year now," said the blonde movie star, "and I think I'm about ready to try a featured singing role."

Miss Muir, whose talents so far have been devoted to straight dramatic work on the New York stage and screen, makes her debut as a singer in "Stars Over Broadway," singing one hymn.

"I used to sing in a little church in Englewood, New Jersey, where I attended the Dwight School," admitted Jean. "I wasn't a soloist, but I did sing loud enough to make myself heard."

In the picture Miss Muir plays the role of an ambitious young singer who meets Pat O'Brien and James Melton while waiting to appear on an amateur radio hour. In order to convince Pat he should manage her, she gets him to hear her singing in a church choir.

Featured in the film with her are Pat O'Brien, James Melton, a New York radio star, Frank McHugh, Frank Fay and Jane Froman, another radio star from New York.

The picture is a stirring comedy drama directed by William Keighley from the screen play by Jerry Wald and Julius J. Epstein, based on the story by Mildred Cram.

Pat O'Brien Helps Many Film Players To Stardom

Lead In "Stars Over Broadway" Teaches Newcomers Technique Of Screen

There aren't enough stars in Hollywood. This is the frank opinion of Pat O'Brien, a star who not only welcomes competition but goes out of his way to develop young players who may give him a run for his money. Some time ago—at about the time Warner Bros. elevated the popular Irish actor to stardom—Pat appointed himself committee of one to see what could be done in the line of developing talent.

Pat got to the top after fighting up the path of success by hard work. He knocked around for years before Broadway discovered he was the ideal man to play the managing editor in the Ben Hecht-Charles MacArthur smash hit, "The Front Page." It was his work in that play which was largely responsible for his getting an offer in the movies.

Having learned what a player has to go through to get to the top, Pat does his best to help the Hollywood newcomers over the rough spots. And that's exactly what he did while working in "Stars Over Broadway," the Warner Bros. production which comes to the Theatre on

The picture introduces Jane Froman and James Melton, two New York radio stars, to theatre audiences.

Pat knew they were ambitious so he sort of spread a friendly wing over the two babes in Hollywood. And they reacted to Pat's gesture exactly as director William Keighley hoped they would.

Pat coached Miss Froman and Melton in the technique of facing the camera. By following Pat's suggestions, the radio stars found the path which leads to movie stardom not half as rough as Pat found it three years ago.

Only a few months before Pat started work in "Stars Over Broadway" he connived with James Cagney and Frank McHugh, two other Irish lads, to build up Mary Gordon's role in "The Irish in Us." It's no secret the three virtually gave the picture to Miss Gordon, a lovable old woman who had struggled a long time for Hollywood recognition.

Pat not only coached Miss Gordon in her lines and gave her encouragement, but he kept a friendly eye on Olivia De Havilland, a protegee of Prof. Max Reinhardt.

Pat went into "The Irish in Us" shortly after starring in "Oil for the Lamps of China." In the latter picture his leading lady was Josephine Hutchinson, a stage star who knew little about picture acting. Pat explained what he knew about it, told her about camera angles, lighting and numerous other technical points peculiar to movie making.

Realizing the value of publicity, he introduced every writer who came on the set to see him to Miss Hutchinson. Often he talked writers into interviewing Miss Hutchinson instead of himself.

Phil Regan and Winifred Shaw will always look back with a certain feeling of happiness to their affiliation with Pat in the Warner Bros. musical, "In Caliente." It was in this film that they got their first real break. And it was Pat O'Brien's advice which helped them give outstanding performances in the colorful comedy.

In "Stars Over Broadway," Pat has the role of a small time promoter who eventually becomes a "big shot."

The picture is a thrilling comedy drama with music, the cast including besides O'Brien, Jean Muir, Jane Froman, James Melton and Frank McHugh.

O'Brien Needs Fast Car For Film Work

Pat O'Brien, who has the leading role in "Stars Over Broadway," a Warner Bros. picture now showing at the Theatre, recently bought a fast new sedan. "I'm being kept so busy," O'Brien said, "that a fast car is necessary to get me from one stage to another for film scenes."

O'Brien is working with Jane Froman and James Melton, famous New York radio stars, who will be introduced to theatre audiences in "Stars Over Broadway," a film directed by William Keighley.

Stars Over Broadway



James Melton and Jane Froman, two of radio's outstanding singing stars make their film debut with Pat O'Brien (right) in Warner Bros.' new musical drama, "Stars Over Broadway," which opens at the Theatre on

Mat No. 203—20c

Radio Stars Change Song Tempo For Film Director

Leading Singers In "Stars Over Broadway" Find Movie Work Different

Big time radio stars who are accustomed to setting their individual tempo in songs, find Hollywood not at all like a radio station.

This was learned at Warner Bros. studio while Jane Froman and James Melton, whose names are known wherever there are radio sets, sing in a scene for "Stars Over Broadway," which comes to the Theatre on

The two stars stood before a camera singing "At Your Service, Madame," a song written especially for them by Warren and Dubin, ace tunesmiths.

In the middle of their number Director William Keighley ordered the cameraman to "cut."

"Sorry," he said to the radio stars, "but I think you two had better try it again and hold the 'madame' just a little longer."

"You see, while you are singing, we are going to cut to a close-up of Jean Muir. This holding of 'madame' will emphasize the romance which has been going on between Jean and Pat O'Brien. Now let's try it again."

Miss Froman and Melton again sang "At Your Service, Madame" and followed Keighley's instructions. All the while the camera played on them.

"What I don't understand," said Miss Froman when the song was completed, "is why we sang that longer 'madame' into the camera when you said you were going to get a close-up of Miss Muir. It seems to me you should have cut away from us."

"That's the next thing you are going to learn," Keighley explained. "Before we are through with this picture you and Jimmy probably will sing the number six or eight times. Later on you two will sing with the camera just on you."

"And later still you will sing as we get a close-up of Pat O'Brien. When the film editor cuts the picture he will throw out the extra parts. We shoot plenty of film to give him lots of variety."

Later Keighley suggested that Miss Froman and Melton "speed up" a line in "At Your Service, Madame."

"In this place we're going to have that close-up of Pat. By speeding it up the audience will be impressed with the fact that never once in 'Stars Over Broadway' does Pat smile."

If Miss Froman and Melton had been singing the song over the radio, they would have sung the number only once and in a tempo decided upon by themselves, not a motion picture director.

"Stars Over Broadway" is a colorful story of the lives and loves of New York radio celebrities.

Popular Songs Vie With Classic Music In Film

"Stars Over Broadway" Offers Wide Variety Of Entertainment

By CARL SCHAEFER

Imagine the compositions of the immortal Franz Schubert, Giuseppe Verdi and Fredrich von Flotow sharing program honors with the ultra-modern works of Harry Warren, Al Dubin and a cowboy whose name was forgotten long ago.

It would be impossible to stage such a program in Carnegie Hall, Aeolian Hall and the Hollywood Bowl; and in the Central Park Casino, the Waldorf Roof and Hollywood's famous Trocadero.

It's such impossibilities which intrigue the movie producers. The "impossibility" of producing a talking picture inspired the Warner Bros. to make one, a feat which revolutionized the motion picture industry.

For some time producers have toyed around with the idea of making a movie which would completely satisfy the varied tastes of music lovers; those who relish the works of the great masters, those who swear by popular music and the group which dotes on cowboy and hill billy numbers.

Credited with starting the so-called "G Men," "musical" and "mystery" motion picture cycles, Warner Bros. have been successfully experimenting in the field of music.

New Type of Musical

Effecting a compromise between the definitely classical music of "A Midsummer Night's Dream" and the tin pan alley numbers of "In Caliente," Warner Bros. have now produced "Stars Over Broadway," which comes to the Theatre on

This film differs from every other musical picture ever produced and offers a world of variety in music. It introduces James Melton and Jane Froman, two personalities known throughout the world of radio, to screen audiences.

James Melton wears the robes of Rhadames, the Egyptian warrior who is about to lead an army against the Ethiopian countrymen of the little slave girl he loves, and sings "Celeste Aida," one of the most beautiful and famous arias in Verdi's "Aida." Melton likewise does another classical bit by singing an aria from "Martha," the von Flotow opera first introduced Christmas Day, 1847, in the Court Opera, Vienna.

The young lyric tenor, a versatile chap, drops his classical cloak and sings "Where Am I?" a ballad written especially for him by the ace song team of Warren and Dubin. Then with Jane Froman, whom he has wooed and won hundreds of times to thrill radio audiences, Melton sings "At Your Service, Madame," a character novelty staged by Bobby Connolly.

Two Bathtub Tenors

In addition to these numbers, the

Singer Stands in For Stand-in To Get Warm

James Melton, New York radio star playing in the Warner Bros. production, "Stars Over Broadway," which comes to the Theatre on

put one over on his stand-in during the filming of the picture.

It was a cloudy day and Melton, a Southerner, was cold. In a moment of inspiration he addressed his stand-in, Walter De Palma.

"Hey, Walt; how'd you like to take a rest and let me stand in for you?"

De Palma apparently thought well of the idea so he took Melton's seat.

"Now this's better," exclaimed the Georgia-born radio star as he rubbed his hands in the hot rays of a big studio lamp. "Stand-ins have a snap on cold days."

young tenor plays the piano and sings "Carry Me Back to the Lone Prairie," a cowboy song he introduced a year ago February while on a concert tour with George Gershwin. The cowhand who first hummed the song has been forgotten, but his number lives on.

Miss Froman, whom radio editors of the United States and Canada early this year named their favorite woman singer of popular songs, sings a Warren and Dubin torch song, "You Let Me Down," the number she sings with Melton.

The surprise package in "Stars Over Broadway" is the appearance of the lovely Jean Muir as a church choir soloist. She sings "Ave Maria," a Franz Peter Schubert composition. Heretofore Miss Muir has been known to movie audiences as only a dramatic actress. Her newly discovered singing talent is expected to win Miss Muir a host of new fans.

Two Who Don't Sing

The Morgan Family—Bill Morgan and his seven kiddies—sing several hill billy songs as part of their act in the amateur radio hour sequence conducted by Frank Fay.

The only members of the all-star cast of "Stars Over Broadway" who do not sing are Pat O'Brien and Frank McHugh, two Irish lads who prefer to confine their vocalizing to the privacy of their bath tubs.

The wide variety of music offered in "Stars Over Broadway" was not thrown into the picture as one would stuff a laundry bag. Director William Keighley saw to it that the music fitted perfectly into the continuity.

"Stars Over Broadway" is a colorful story of the lives and loves of New York radio celebrities.

In addition to marking the film debuts of James Melton and Jane Froman, both nationally famous radio stars, the picture has an all star cast headed by Pat O'Brien, Jean Muir and Frank McHugh. There are many other film favorites and scores of pretty girls in special numbers staged by Busby Berkeley and Bobby Connolly.

The screen play is by Jerry Wald and Julius Epstein.

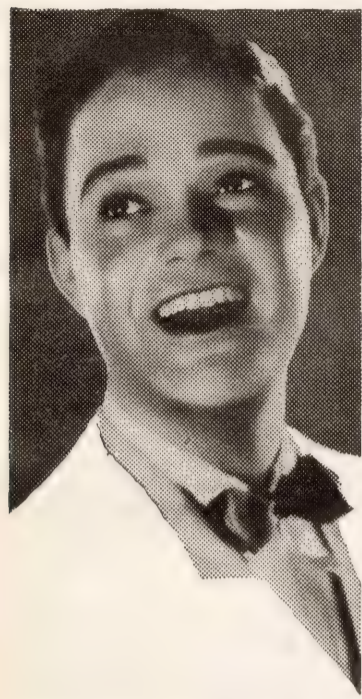
Stars Of Song



Jane Froman and James Melton, famous radio songbirds, make their debut in "Stars Over Broadway" now showing at the Theatre.

Mat No. 108—10c

New Film Star



James Melton was a star on the musical comedy stage and one of radio's greatest singing celebrities. He has scored again as a film actor in Warner Bros.' "Stars Over Broadway" now showing at the Theatre.

Mat No. 110-10c

Songbird Of Air Sings Classical Arias For Film

When James Melton was a small boy he dreamed of becoming an opera star and some day sing before thousands at the Metropolitan and Chicago Opera Houses.

But he became a radio star and sang popular and semi-classical songs to millions over the air.

His dream to sing opera was realized recently when Warner Bros. took him to Hollywood and featured him in "Stars Over Broadway," a picture which comes to the Theatre on In this film he sings an aria from "Martha," "Celeste Aida," a cowboy song and three Warren and Dubin popular airs.

The man employed by the studio to coach Melton in the singing of the "Martha" aria is Natale Carossic. Signor Carossic was the stage manager of the Metropolitan and Chicago Opera Companies. He is now stage manager of the San Francisco Opera Company.

Encouraged by the man who once worked for the great Caruso, Melton is dreaming again of becoming an opera star.

Melton has the leading singing role in "Stars Over Broadway," a glamorous story revealing the intimate lives of Broadway radio celebrities. Others in the cast include Pat O'Brien, Jane Froman, Jean Muir, Frank McHugh and Frank Fay.

Harry Warren and Al Dubin wrote the popular music for the film although Melton also sings two classical arias.

Radio Star Smashes Own Song Records

James Melton, the radio star, got his movie baptism while making tests on a sound stage for his role in the Warner Bros. production, "Stars Over Broadway," which comes to the Theatre on

The scene called for him to smash a phonograph record in great disgust. After breaking two or three, he casually picked another up and glanced at the title.

It was one of his own records, as were all the others in the pile set out by the property man for him to smash.

Actress Scoffs At Superstition So She's Framed

Jean Muir isn't superstitious, but she has learned not to walk under ladders.

While working in a sequence of "Stars Over Broadway," the Warner Bros. picture which comes to the Theatre on, the make-up man, Otis Malcolm, broke a mirror.

Miss Muir smiled while Pat O'Brien and Frank McHugh of the cast, went through all kinds of antics to "break the spell." Later in the day Frank Fay knocked over a salt shaker while at luncheon.

While Jane Froman, New York radio star who makes her film debut in the picture, scraped up salt and threw it over her shoulder, the superstitious Jean again laughed.

Next Shima, the valet of James Melton entered the stage whistling "Broadway Cinderella," a song introduced in the film. Jean again was superior. Her attitude was getting just a little too much for the other members of the company when she deliberately walked under a ladder.

But an electrician, perched on the top rung, dropped his pliers, just missing Jean. She dashed off the stage and a few minutes later returned with a soda pop vendor, announcing the drinks were on her.

The shameless electrician winked at Pat O'Brien and Pat winked back.

"Stars Over Broadway" is a colorful story of the lives and loves of New York radio celebrities. The screen play is by Jerry Wald and Julius J. Epstein, based on the story by Mildred Cram. Music and Lyrics are by Harry Warren and Al Dubin with special numbers by Busby Berkeley and Bobby Connolly. William Keighley directed it.

McHugh Is Riled When Given Irish Song To Tear Up

If Frank McHugh, loyal son of Old Erin, had been on his toes during the filming of a scene in the Warner Bros. picture, "Stars Over Broadway," now showing at the Theatre, he wouldn't have destroyed so much Irish music.

Playing the role of a song "plugger" for a music publishing company, McHugh was handed a few sheets of music to tear up.

Three times he tore up the sheets, which were supposed to have been published by a rival firm, and threw them in a waste basket. After the scene was shot, the Warner Bros. comic picked up the scraps and unconsciously read the titles and was riled.

"Hey!" he yelled across the stage at the prop man on the film, "these songs are all 'When Irish Eyes Are Smiling! Was that necessary?'"

The prop man admitted it wasn't.

"Stars Over Broadway" is a glamorous story of the intimate life of radio celebrities written by Mildred Cram, with screenplay by Jerry Wald and Julius J. Epstein. Besides McHugh, the cast includes Pat O'Brien, Jean Muir, Jane Froman, James Melton, William Ricciardi and Frank Fay.

William Keighley directed the picture while Harry Warren and Al Dubin wrote the music and lyrics. Special numbers were staged and directed by Busby Berkeley and Bobby Connolly.

Film Star Spanked For Bleaching Hair

Five years ago Jane Froman, the New York radio star who is playing in the Warner Bros. picture, "Stars Over Broadway," which comes to the Theatre on received her last spanking.

Her mother did the honors after catching Miss Froman dipping her dark brown tresses in a dishpan containing peroxide.

Her suppressed desire was realized, however, when she was called upon to wear a blonde wig for a scene in the film, in which she sings "You Let Me Down."

Three Song Hits In Film Created By Ace Writers

Harry Warren and Al Dubin, ace song writers, have composed four new hits for "Stars Over Broadway," the new Warner Bros. musical comedy which comes to the Theatre on

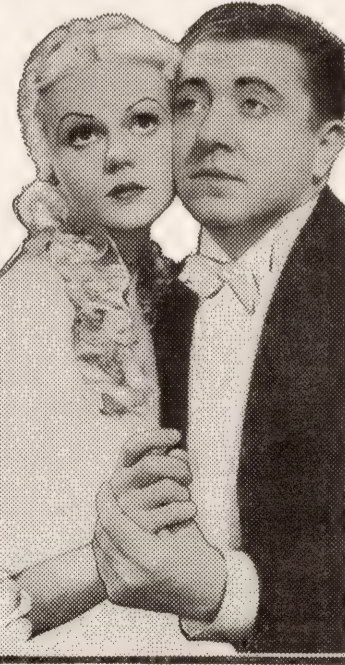
The songs include "You Let Me Down," a torch number; "Where Am I?," a ballad, and a character novelty, "At Your Service, Madame."

Jane Froman, who recently was named the most popular singer of modern songs in a poll conducted by radio editors of the United States and Canada, will introduce "You Let Me Down." In productions staged by Bobby Connolly, brilliant dance director, she will sing "At Your Service, Madame" with James Melton, the famous radio singer, who makes his film debut in this film.

The number Dubin and Warren wrote as Melton's solo is "Where Am I?" In addition to this song, Melton sings "Celeste Aida," "Carry Me Back to the Lone Prairie" and other numbers.

The picture is a thrilling comedy drama with music, with an all star cast including Pat O'Brien, Jean Muir, Miss Froman, Melton and Frank McHugh. William Keighley directed from the screen play by Jerry Wald and Julius J. Epstein, based on the story by Mildred Cram.

They're That Way



Marie Wilson and Frank McHugh are film sweethearts in Warner Bros.' "Stars Over Broadway" now showing at the Theatre.

Mat No. 107-10c

Star Gets Same Seat In Movies As In Real Cafe

"Now you sit over there in that booth with Pat O'Brien," said Director William Keighley, addressing James Melton while working on the Warner Bros. production, "Stars Over Broadway," which comes to the Theatre on

"How about letting me sit in that booth over in the corner?" asked Melton. "I know the spot well."

Keighley scratched his head. "Why sit there when this one is just as good?"

"I know they're all the same, but I feel more at home over there. You see, I always sit there when I'm in New York."

And Keighley ordered a new camera set-up so Melton could sit in the particular booth. The set is a faithful reproduction of Jack Dempsey's Restaurant in New York City. A favorite rendezvous of stage, screen and radio stars, Melton frequented the place after broadcasts. In fact, the table he referred to generally was reserved for him and his party. The restaurant set on the Warner Bros. lot was built under the watchful eye of Jack Dempsey himself.

"Stars Over Broadway" is a glamorous story of the intimate life of radio celebrities written by Mildred Cram, with screen play by Jerry Wald and Julius J. Epstein. There is an all star cast which includes Pat O'Brien, Jean Muir, Jane Froman, Melton, Frank McHugh, William Ricciardi and Frank Fay.

Harry Warren and Al Dubin wrote the music and lyrics while special numbers were staged and directed by Busby Berkeley and Bobby Connolly.

Melton Meets Fan He Wrote To For Five Years

James Melton, the New York radio star who makes his screen debut in "Stars Over Broadway," the Warner Bros. production now showing at the Theatre, had a red letter day while filming it.

He met a fan with whom he had corresponded but never seen. Five years ago Melton received a letter from Mrs. Anna B. Martino who lives with her husband on a small farm in Mill Valley, Calif. She had heard him sing over the radio and she wrote to tell him how much she enjoyed hearing him.

When he arrived in Hollywood to work for Warner Bros., Melton corresponded nearly every day with Mrs. Martino, whom he refers to as "Anna B." Then he made arrangements for her to come down and visit him and Mrs. Melton.

The faithful fan arrived and after being entertained in the Melton Beverly Hills home she attended a radio broadcast with the young star.

Melton has the leading singing role in "Stars Over Broadway," a glamorous story revealing the intimate lives of Broadway radio celebrities. Others in the cast include Pat O'Brien, Jane Froman, Jean Muir, Frank McHugh and Frank Fay.

Harry Warren and Al Dubin wrote the popular music for the film although Melton also sings two classical arias. Spectacular numbers were created and staged by Busby Berkeley and Bobby Connolly. William Keighley directed the picture from the screen play by Jerry Wald and Julius J. Epstein, based on the story by Mildred Cram.

Sings In Film



For the first time in her screen career, Jean Muir, noted dramatic actress, sings in a picture. She's a choir singer in "Stars Over Broadway," the new Warner Bros. musical comedy coming to the Theatre on

Mat No. 105-10c

Visitors On Film Set Give O'Brien Feel Of Audience

If Pat O'Brien had his way, motion picture studios would be thrown completely open to any and all visitors, and the more the merrier.

Not only that, but the fast-talking Irish actor would erect grandstands on all sets to accommodate the influx of spectators who wanted to watch a film in the making.

"To my way of thinking," he explained on the set of his new starring production, "Stars Over Broadway," a story of the Great White Way, now showing at the Theatre, "large throngs of visitors would aid rather than hinder the filming of a picture. I know they would help me."

O'Brien thinks the visitors would take the place of the audience of the legitimate theatre.

"Players would get immediate audience reaction instead of having to wait for the showing of the picture in a theatre when it is too late to make any changes for betterment," he continued.

But even a normally quiet audience is too noisy for the film studio stage, where the slightest off-stage sound is picked up by the recording apparatus.

That is the reason film studios cut visitors to a minimum. The noise of scraping feet, heavy breathing or a knee bumping against a wooden property box has ruined more than one scene. Studio employees, accustomed to the routine of the sound stages, maintain absolute quiet during a scene but casual visitors are almost sure to move or make some slight sound.

Pat has the leading role in "Stars Over Broadway," a drama with music featuring besides himself, Jean Muir, Jane Froman, James Melton, Frank McHugh and Frank Fay.

William Keighley directed the picture from the screen play by Jerry Wald and Julius Epstein, based on the story by Mildred Cram.

Music and lyrics are by Harry Warren and Al Dubin, with special numbers staged by Busby Berkeley and Bobby Connolly.

Actor Owes Music Career To His College President

James Melton, Now In "Stars Over Broadway," Quits Law To Become Singer

James Melton, who competes on the radio with Dick Powell, Rudy Vallee and Phil Regan for the title of Public Singer No. 1, has now joined the movie colony in Hollywood and makes his bow in pictures in the Warner Bros. music-comedy, "Stars Over Broadway," which comes to the Theatre on

He was born in Moultrie, Ga., January 2, 1904. His father, a prosperous Florida sawmill operator, was ambitious for his son to become an attorney. James Melton thought well of the idea until one day, when he was 16, the president of the University of Florida called him into the office.

"James, my boy," said Dr. A. A. Murphree, as he sat at his desk and looked over his glasses at the youth who played football, basketball and baseball for his school, "what are you going into when you graduate?"

Melton thought a moment. "Well," he said, "father wants me to be a lawyer. I'd kind of like to play my saxophone in an orchestra and the fellows over at the fraternity house think I ought to coach football. What do you think, sir?"

"Sing," was the president's answer.

"Do what?"

"Sing," repeated the professor. "For a long time I have been impressed with your solos in Chapel. I'd suggest you switch from law to music. You've got the stuff, my boy."

James Melton decided to become a singer.

With a brilliant musical and athletic record at the University of Florida behind him, Melton, upon graduation, enrolled at the University of Georgia to study more music. A few years later he was attending Vanderbilt University.

When he had won a string of academic degrees, he got a job in an orchestra as a saxophone player. A few months later he was the orchestra's featured singer.

New York's famous Roxy called and Melton soon found himself a favorite of radio listeners and sponsors.

Last year Warner Bros.' casting director made a hurried trip to New York with a flattering contract in his brief case.

Thirteen months later Melton arrived in Hollywood with the girl he married six years ago, Marjorie Louise McClure Melton, daughter



JAMES MELTON in "Stars Over Broadway" Mat No. 103 10c

of Marjorie Barkley McClure, the famous writer.

Now Melton is giving the screen the voice and personality which made him a radio idol. His first picture is "Stars Over Broadway" and the girl he makes "reel" love to is the very same girl he has sung with scores of time in front of a microphone, Jane Froman.

Melton has the leading male singing role in "Stars Over Broadway," a colorful story of the lives and loves of New York radio celebrities. The screen play is by Jerry Wald and Julius J. Epstein, based on the story by Mildred Cram. Music and lyrics by Warren and Dubin with special numbers by Busby Berkeley and Bobby Connolly.

The all star cast includes Pat O'Brien, Jean Muir, Jane Froman, Melton and Frank McHugh. William Keighley directed.

Jane Froman Courted By Two Donald Rosses

The first boy who ever courted Jane Froman, New York radio star who makes her screen debut in "Stars Over Broadway," the Warner Bros. production now showing at the Theatre, was Donald Ross whom she met while studying journalism at the University of Missouri. He lives in Tulsa, Oklahoma.

She married another Donald Ross, whom she met while attending the Cincinnati Conservatory of Music. Her husband was making "Broadway Hostess" at the Warner Bros. studio at the same time Miss Froman was filming "Stars Over Broadway."

Star Hates High Spots But Has To Sing From Them

Jane Froman has been climbing balconies ever since she can remember. The popular radio songstress, now playing in her first picture for Warner Bros., "Stars Over Broadway," at the Theatre, has appeared in more balcony scenes than the average road company Juliet. Ever since she played in amateur theatricals in Clinton, Mo., directors have made Jane deliver most of her lines from some high spot around the stage. If there was no balcony available they dug up a second floor window set or a stepladder.

Jane did it but she didn't like it, for she gets dizzy from looking down from the slightest height. Then when she began making personal appearances in movie theatres the mechanical device for lifting the organ and even whole sections of the stage was in vogue. She was always called on to go up over the orchestra pit with the organ or with an impressive piece of scenery.

When she started work on her first film she hoped she could stay on the ground. She met Director Buzz Berkeley and they walked over to the sound stage.

"Right here," said Berkeley, pointing to a fire-escape which started from the floor and led up into the rafters, "is the set where you sing your duet with the leading man. We start here on the first floor, and as you sing you'll start up the fire-escape, going from story to story."

"Wouldn't it make a better story if we just sang our song on a little bench in the park?" interrupted Jane.

But it all ended up just as Jane knew it would. She sang her song and climbed the steps bravely—several times.

The picture is a thrilling comedy drama with music, with an all star cast including Pat O'Brien, Jean Muir, Miss Froman, James Melton and Frank McHugh. William Keighley directed from the screen play by Jerry Wald and Julius J. Epstein, based on the story by Mildred Cram. Music and lyrics by Harry Warren and Al Dubin.

Among The Stars



Frank McHugh, who is rapidly becoming one of Hollywood's most important film comedians, has scored another personal hit in "Stars Over Broadway," the Warner Bros. music-comedy now playing at the Theatre.

Mat No. 111—10c

Special Movie Set Had To Be Built For Giant Actor

James Melton has the distinction of having a movie set completely remodeled for him.

The famous New York radio star who makes his film debut in the Warner Bros. picture, "Stars Over Broadway," didn't protest but his head did. That's why the set was pulled down and rebuilt.

In a musical number, Melton plays a butler for Jane Froman, another New York radio star who also makes her film debut in the picture. The action takes place in a sumptuous penthouse apartment, which boasts a balcony.

Melton strode up the winding staircase and was about to step onto the balcony to rehearse when he hit his head on the ceiling. The radio tenor stands six feet, four and a quarter inches. The ceiling was six feet, two.

The company rehearsed on another stage while carpenters, painters and others rebuilt the set.

"Stars Over Broadway" is a colorful story of the lives and loves of New York radio celebrities. The screen play is by Jerry Wald and Julius J. Epstein, based on the story by Mildred Cram. Music and lyrics by Warren and Dubin with special numbers by Busby Berkeley and Bobby Connolly.

Birds Make Merry At Frank McHugh's Cost

The birds which gather every day in Frank McHugh's backyard to wash their wings in a marble bath don't know what mental agony Frank McHugh went through in getting the bath.

McHugh and Pat O'Brien, now appearing together in the Warner Bros. picture "Stars Over Broadway," which comes to the Theatre on, went to an auction sale.

"Make a low bid," whispered McHugh to Pat.

Pat bids \$2. Frank raised the ante twenty-five cents. His was the second and last bid.

"Now there's a bargain for you," Frank told Pat.

Next day while McHugh was working in the film, his wife called up.

"Did you buy a marble bird bath?" she asked. "You did? Well, there's \$16.10 trucking charge on this trash."

Pat O'Brien Claims To Be Happiest Hollywood Star

No Option Clauses In New Contract Of Star In "Stars Over Broadway"

If a contest designed to find out who's the happiest male star in Hollywood should be held, Pat O'Brien figures he'll come out on top.

Pat is opposed to popularity contests, personality contests, bathing beauty contests and the like, and he says he wouldn't walk across the street to see Miss America unless she were Irish. But he is in favor of a happiness contest.

O'Brien is one actor who doesn't try to smile. Sometimes, however, he tries not to, which he did for eight weeks during the filming of his latest Warner Bros. picture, "Stars Over Broadway," now showing at the Theatre. The men who wrote the scenario said the character Pat played should never smile, so it was Director William Keighley's job to photograph Pat only when he had a "dead pan."

There was a time when the popular Irish actor let the corners of his mouth drop very low. That was when he, a chorus boy working in a New York musical with George Bancroft, was named one of the ten best looking lads in Manhattan. This aroused the Irish O'Brien temper and Pat stormed back to his native Milwaukee and enrolled at Marquette University. He had made up his mind to be an attorney. Four years later the smiling face of Pat O'Brien was again seen on Broadway.

Warner Bros. gave him a brand new reason to be happy only recently when they handed Pat one of the most unusual contracts ever offered a star.

There are no option clauses in

the document, which means that he, unlike most stars, does not have to worry whether the executives will decide at the end of each six months to keep him on the payroll. The contract is an expression of confidence that his popularity with theatregoers will continue to increase.

Pat decries "no man ever had a better family than I." These are his own words. He is married to the beautiful Eloise Taylor O'Brien, whom he met in Chicago where they struggled for recognition in the stage play, "Broadway."

It is she whom the late Rudolph Valentino picked as the most beautiful girl in Iowa. Last year there was an addition to the O'Brien household in the person of a little colleen whom Pat named Mavourneen. She is an only child to date.

As a "dead pan" artists' manager in "Stars Over Broadway," Pat works with Jean Muir, Frank McHugh and two famous radio stars, Jane Froman and James Melton, who were brought to Hollywood to appear in the film which pictures the life of radio celebrities.

Nine Cinderellas Win Jobs In Film Musical

Morgan Family, Down On Luck, Stage Radio Hour For "Stars Over Broadway"

Usually Hollywood's Cinderella stories concern one Cinderella. He or she wins fame and fortune over night just as the little girl in the famous fairy story did.

Well, here's a Cinderella story in which there are nine Cinderellas. They are William Morgan, his wife and their seven children. The youngest of the Morgans is not quite a year old and the eldest is just about eighteen.

Several months ago Morgan, a plasterer by trade, arrived in Hollywood with his wife and brood. He was broke. He traded the old battered-down touring car which brought his family from Texas for a three week supply of groceries. Before long the groceries ran out and there wasn't anything left for the unemployed plasterer to do but apply for charity funds.

Unable to find work of any sort, the distracted father was about ready to give up when one day a sympathetic friend suggested Morgan parade his children before a microphone at Warner Bros. Hollywood radio station, and try for the amateur radio hour prize.

"And what do you call yourselves?" asked the announcer.

Morgan scratched his bald head and then answered, "Better call us the Morgan Family."

Papa Morgan played his guitar (one he had borrowed for the occasion) while his brood—Robert, 13; Charles, 11; Ruby, 10; Richard, 6, and Mary, 3—sang hill billy and cowboy songs. They won the hearts of the vast radio audience; they won first prize and a check for \$10.

The Morgans were leaving the broadcasting studio when a man stepped up to the father. It was William Keighley, director of "Stars Over Broadway," now showing at the Theatre. "I saw your act and like it," he said. "I'm staging an amateur radio hour for a film and maybe I can use you. Would you like to come out to Warner Bros. and make a test tomorrow?"

Would they! Morgan was too overjoyed to speak. He just grabbed Keighley's hand. And the kiddies danced around the director.

The Morgan Family were given their test. And hired.

During the next exciting days the Morgans rehearsed from dawn to dusk. All Mrs. Morgan had to do was take care of the 11 months old baby, prepare three or four meals a day and figure out a way to stretch that \$10 prize check.

The six Morgans went through their act before the cameras and they not only won the praise of Director Keighley but other film producers. Success of their careers as movie performers was assured.

"Stars Over Broadway" is a stirring drama with music featuring Pat O'Brien, James Melton, Jane Froman, Jean Muir, Frank McHugh and Frank Fay. William Keighley directed.

**Popular Song Writers
Are Born And Not Made**

**Must Have Natural Talent Say Authors Of Hits
In "Stars Over Broadway"**

Is there a secret of the art of writing successful popular songs—some sure-fire method of manufacturing hits—and if so, what is it?

No song writers in the country should be better qualified to answer these questions than the team of Harry Warren and Al Dubin, who wrote the song hits for the Warner Bros. production, "Stars Over Broadway," now showing at the Theatre.

During the past three years they have constituted the most prolific team of song writers in the country, having in that time written fifty-seven songs for pictures as well as several other compositions.

Incredible as it may seem, the majority of that long list of songs



PAT O'BRIEN in "Stars Over Broadway" at the Strand.

Mat No. 102 10c

have registered more than average success and fully twenty-five percent of them have been smashing hits. Among these are "42nd Street," "Gold Diggers of 1933," "Footlight Parade," "Roman Scandals," "Wonder Bar," "Twenty Million Sweethearts," "Dames," "Gold Diggers of 1935," "Go Into Your Dance," "Broadway Gondolier," "In Caliente" and "Page Miss Glory."

With all of this in mind, they were asked the questions about the secret of successful songwriting—and they were forced to confess that the only manner in which they could account for their own success was that they worked hard and managed to keep an almost juvenile enthusiasm and zest for their work.

Of course, modesty forbade them from giving the obvious answer, which is that the secret of a song writer's success lies chiefly in the talent he possesses.

When that point was made to them, however, they agreed readily enough, pointing out that a special talent is required, just as a special talent is required to be a baseball player, golfer, sculptor, novelist, or mathematician.

"Popular song-writing can't be taught," both Warren and Dubin insisted, "A person either has or hasn't the peculiar responsiveness to public taste that accounts for a song's success, and no one can tell him how to acquire that quality."

There isn't even an accepted rule among successful songwriters as to the mechanics of their work. Some writing teams have the lyricist first write the words which the composer then sets to music, while others work exactly opposite.

Warren and Dubin adhere generally to the latter method, that is, usually Warren writes the tune first and then Dubin gets to work on the lyric.

Whether or not tune or lyric was written first, the writer who tackles the second half of the task must make it fit the completed portion.

Those are the only definable requirements for writing songs for motion pictures, but they are comparatively insignificant against the undefinable requirement—inspiration.

"Stars Over Broadway" is a stirring drama with music featuring Pat O'Brien, Jean Muir, Jane Froman, James Melton, Frank McHugh and Frank Fay.

William Keighley directed the picture from the screen play by Jerry Wald and Julius Epstein, based on the story by Mildred Cram.

**Melton Prefers Concerts
To Night Clubs**

James Melton, New York radio star, who has the leading singing role in the Warner Bros. production "Stars Over Broadway," now showing at the Theatre, never missed a Symphonies under the Stars concert at the Hollywood Bowl, during the entire time he was in the film colony, making the picture.

To do this he passed up all the popular night spots.

**Star's Orb Dotted
With Thirteens**

James Melton, the New York radio star appearing in the Warner Bros. film musical, "Stars Over Broadway," which comes to the Theatre on , is one actor who is not superstitious.

He had to work in a Bobby Connelly musical number with Jane Froman, another radio star, in Stage 12A. It's really Stage 13.

In the number there are 13 butlers. Jimmy is the thirteenth.

**Jane Froman Wears
Gown Backwards**

Maybe Jane Froman is out to set a new style.

The famous radio singer, who has a leading role in the Warner Bros. production, "Stars Over Broadway," which comes to the Theatre on , has a quaint trick of wearing her clothes backwards. When seen at the studio working in the film in which she lends her voice to the screen for the first time, she was wearing powder blue silk trousers, with buttons in the back, and blue wool sweater with rolled up sleeves.

Meet The Stars



From the top ranks of radio to the screen come Jane Froman and James Melton, who make their film debuts in Warner Bros.' picture "Stars Over Broadway," a story of the lives and loves of radio stars, which opens at the Theatre on

Mat No. 113—10c

Shining Stars



At last Jean Muir gets her man and Pat O'Brien conducts a successful courtship. It's a new film experience for them, but this time they twinkle and shine among the "Stars Over Broadway" the music comedy which comes to the Theatre on

Mat No. 205—20c

**Autograph Hounds
Mob Jane Froman**

Back in New York where she starred in radio programs, Jane Froman was as sought after as Garbo by autograph hunters. When she came to Hollywood to

JANE FROMAN in "Stars Over Broadway" at the Strand. Mat No. 101 10c



work for Warner Bros. in "Stars Over Broadway," which comes to the Theatre on , she figured no one would know her.

But one night when dining at the Hollywood Athletic Club, she was besieged by a score of autograph hunters. She gave up.

**Pat O'Brien Likes to
Smoke in Film**

Pat O'Brien always prefers a film role in which he can smoke. He is such an inveterate smoker, using about two dozen cigars a day, that he says he doesn't feel quite at ease unless he has a cigar.

"I can do much better work while smoking," declared Pat.

That's the reason he liked his role in the Warner Bros. production, "Stars Over Broadway," now showing at the Theatre.

**McHugh Teaching Girl
His Goofy Laugh**

Frank McHugh is teaching his famous goofy laugh to Marie Wilson, a new Warner Bros. contract player.

Miss Wilson makes her film debut with Frank in "Stars Over Broadway," now showing at the Theatre.

The blonde miss, when not busy clowning in front of the camera, studies with McHugh.

"No mere man can be funnier than I am after I get wound up," declares Miss Wilson. "Frank apparently isn't afraid of competition. He's teaching me how to laugh his funny way."

**Florida Radio Star
Likes Oranges**

Georgia born and Florida educated James Melton, New York radio star under contract to Warner Brothers and playing in "Stars Over Broadway," which comes to the Theatre on , was of the opinion for years that California's climate and oranges were excellent only because Chambers of Commerce said so.

When Melton left for New York to return to the air before making his next Warner Bros. picture, he took two crates of California oranges with him.

"Do I like California oranges better than Florida?" asked Melton. "Sh-h-h! Don't ask. I have a lot of relations and friends in Florida."

Melton has the leading singing role in "Stars Over Broadway."

**Radio Star Meets
Song Authors**

Jane Froman, New York radio star, has sung songs written by Al Dubin and Henry Warren into a microphone hundreds of times.

It wasn't until Miss Froman worked in the Warner Bros. film, "Stars Over Broadway," now showing at the Theatre that she met the men who wrote her hit songs.

Miss Froman introduces "You Let Me Down" a torch song, "At Your Service, Madame," which she will sing with James Melton, another New York radio star, and "Broadway Cinderella," with Phil Regan, also known to radio dialers, in the picture.

**Talented Trio Do
Film Radio Stunt**

Three talented men put on a laugh provoking act for "Stars Over Broadway," the Warner Bros. production which comes to the Theatre on

The Park Avenue Playboys, as they call themselves in the picture, appear in an amateur radio hour sequence. They are Patsy Flick, famous magazine writer under contract to Warner Bros. as a dialog writer; Louis Mercier, a grand opera basso, known throughout Europe; George Economides, concert guitar teacher.

In "Stars Over Broadway" they clown with Frank Fay. Pat O'Brien and Jean Muir head the cast.

**Radio Star Orders
Yacht to Coast**

James Melton, New York radio star now playing in the Warner Bros. picture, "Stars Over Broadway," at the Theatre, has ordered his yacht to the Pacific Coast from New York.

The craft, a Dawn twin screw cruiser, was named "Melody" by Mrs. Melton a couple of years ago when it was launched.

A mooring place has been selected at Wilmington near Warren William's craft the "Pegasus."

Champ Watches Filming



Jack Dempsey, former heavyweight champion of the world, whose New York restaurant was the locale of several scenes in "Stars Over Broadway," which opens at the Theatre on, is shown the replica of his establishment built in the Warner Bros. studios by Mervyn LeRoy, one of Warner Bros. ace directors.

Mat No. 206—20c

ACCESSORIES AVAILABLE ON

SAVE TIME and MONEY WITH NEW THEATRE DISPLAY SERVICE!

ALL THESE ADDED DISPLAY UNITS NOW AVAILABLE ON ALL COMING WARNER AND FIRST NATIONAL ATTRACTIONS!

It's no longer necessary to spend big money for lobby displays. You can now have the same beautiful and forceful display materials used by the finest show spots in America at far lower cost, in your own theatre. This new accessory service makes complete lobby campaigns available to you no matter where your theatre is located and regardless of its size

AT A LOW RENTAL COST!

MADE BY THE MASTERS OF THEATRE DISPLAY In launching this sensational new service Warner Bros. have secured the cooperation of

THE AMERICAN DISPLAY COMPANY, INC.

an organization which through years of service and theatremindedness has made itself recognized as the most important figure in Special Accessory Display production and now brings to exhibitors everywhere the solution of their lobby display problems.

YOU RENT THEM!

Displays are shipped to theatre sufficiently in advance of play date to allow for advance selling. After show has finished its run—you don't have to mark up "waste accessories" on the debit side of old debbil ledger. Just return these displays to American Display. Mail the coupon for information immediately. You'll be surprised at the savings you can effect.

AMERICAN DISPLAY CORPORATION

521 WEST 57th STREET

NEW YORK CITY



40 x 60 PHOTOGRAPHIC ENLARGEMENT AND MAT are displayed on this shadow box. It is brilliantly illuminated and tells your story to lobby-shoppers at a glance — an unusual lobby display. This frame is also loaned free to users of our rental service.

30 x 40 OIL PAINT PROCESS POSTERS, faithfully reproduced from original art work by Broadway's leading artists. Illustration should give you an idea of how attractive it would look in your lobby. Ten to twelve colors and produced on heavy roll board. The brilliance of the painting makes this a valuable accessory.



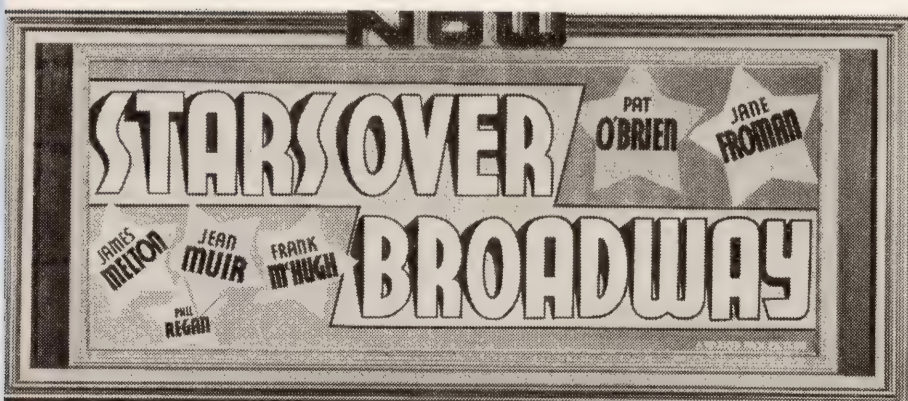
24 x 82 OIL PAINT PROCESS BANNERS reproduced from original layout and painted on roll board. Striking colors give these banners all the flash you could desire. Shown in frame which is loaned free.

RENTAL BASIS!



40 x 80 PHOTOGRAPHIC ENLARGEMENT, BRILLIANTLY COLORED in a brightly illuminated shadow box. Hand cut transparency mat has color background which enhances smartness of display. Enlargements and mats are available on a rental basis — the beautiful and substantial frame is loaned free to exhibitors using this service.

40 x 60 OIL PAINT PROCESS DISPLAY POSTER is reproduced from the original work. Brilliant color schemes are blended to produce an effect that does a complete selling job for any picture in any man's theatre. This new rental plan places this fine type of advertising within the reach of all. Frames are loaned free.



24 x 60 PAINT PROCESS BANNER in vivid colors on heavy roll board. Illustrated in the frame that is loaned free as part of the exceptional rental service.

OVER FORTY DIFFERENT UNITS PRO- DUCED ON EVERY WAR- NER BROS. AND FIRST NATIONAL ATTRACTION

In the 40 x 60 size — Oil Paint Process, Opaque; Oil Paint Process, Transparency; Photo-Art, a combination of oil paint process and photographic enlargement with descriptive selling copy; Pastels; Air-Brush Art; Photographic Enlargements, colored and black-and-white Photographic "Composites," colored and black-and-white Specials, combination hand-painted backgrounds with photo, oil paint or pastel illustrations and cut-out letters and selling copy; Oil Paint on Canvas; DeLuxe Shadowbox Mat Service, including special photographic backgrounds and illustrated mats.

In the 30 x 40 size — Oil Paint Process, Opaque; Oil Paint Process, Transparency; Pastels; Air-Brush Art Photographic Enlargements, colored and black-and-white; Photographic "Composites," colored and black-and-white; Specials, combination hand-painted backgrounds with photo, oil paint or pastel illustrations and cut-out letters and selling copy; Oil Paint on Canvas; DeLuxe Shadowbox Mat Service, including special photographic backgrounds and illustrated mats.

Also standard banners — 24 x 28 Opaque and Transparency Banners; 24 x 60, Opaque and Transparency Banners.

With this new service, your lobby and front displays will no longer represent an outlay of large sums of money for items that are valueless after the film's run. Now you can RENT displays instead of buying them. The weekly rental fee is reasonable enough to enable the average exhibitor to plan on typical deluxe Broadway front and displays on *all* attractions.

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Gentlemen:

Please send me complete information regarding your RENTAL PLAN and how I can secure DISPLAY FRAMES for use in my theatre FREE, as advertised in the CAMPAIGN PLAN on "Stars Over Broadway." This request does not obligate me in any way.

Name.....
Theatre.....
Address.....
City..... State.....
Number of Seats..... Number of changes weekly.....
Any other information.....

STARS OVER BROADWAY

BANNERS - NOVELTIES - AUTO ADS

'At Your Service' - With 4 Bright Banners



VALANCE: Made of transparent silkolene 36" deep. Price \$1.70 per running yard. Send exact marquee sizes when ordering.



FLAG

Two-colored, sun-fast and grommetted on top for hooking on pole. Prices: Lettering on one side — \$15.00; on two sides \$25.00 each.



BURGEE

Planned for lobby and under marquee. Two sizes on colored duck. Prices: Size 20" x 30"—50c; 24" x 36"—75c.



WALL BANNER

Sunfast and weather proof material is used. Eyelets for hooking to building. Prices: 9' x 12'—\$12.50; 9' x 15'—\$15.00.

Valance and Wall Banner rental prices given on request. Order directly from:

ART FLAG, Inc.

449 West 42nd Street, New York City

Photos - Star Heads - Hangers For Autos



These miniature auto-graphed photographs, 4" x 6" are printed on heavy paper and priced \$2.50 per M. If you want 'em numbered consecutively for use in some form of lucky number contest, add 50c per M to above price.



These star heads are printed on die-cut cardboard. Only 30 stars of McHugh per M, with the rest distributed evenly. Can be used as giveaways in lobby or store, with ducats offered to folks who get complete sets. Prices: \$5 per M; 3M or over \$4.50 per M.



Doorknob hanger is printed in colored ink on colored stock, 9 inches high. Prices: 1M — \$6; 5M — \$5.50 per M; 10M—\$5 per M.



TIRE COVER

Prices: Singly — 45c each; 10 to 49 — 40c each; 50 or over — 35c each. Add \$2.50 for imprinting on orders of less than 100. Over 100, imprinting free.



BUMPER STRIP

Designed to fit any bumper. Prices: Singly — 18c each; 10 to 49 — 17c each; 50 or over — 15c each. Order from:

CLUFF FABRIC PRODUCTS

229 West 64th Street
New York City

Prices include FREE Imprinting — Order direct from:

ECONOMY NOVELTY CO.

225 West 39th Street, New York City

THE STORY

Al McGillevray (*Pat O'Brien*), a small time Broadway promoter, has fallen short of his ambition to become a "big shot."

Thoroughly discouraged, he retires to his tiny room in a cheap hotel and is preparing to commit suicide when a porter, Jan King (*James Melton*), enters singing.

Al is struck by his voice and decides to try to make a star of him. He arranges with an old music master, Professor Minotti (*William Ricciardi*), to give Jan singing lessons.

Jan really has a fine voice and Prof. Minotti says he'll make a grand opera singer of him in five years' time. Unwilling to wait, Al drags Jan to a radio station and enters him in an amateur hour as a crooner. At the station they meet Norma Wyman (*Jean Muir*) who also has ambitions to be a singing star. She asks Al to manage her but he declines, telling her she isn't the show type.

After numerous struggles for recognition, Jan is "spotted" in an exclusive Gotham night club where he becomes a sensation. He meets Joan Garrett (*Jane Froman*) a singer, at the club. She likes him and the two star together.

Success goes to Jan's head and he spends most of his time on wine and women. Al falls in love

with Norma and strives to protect her from Jan, whom she apparently loves.

Jan eventually loses his job because he is too intoxicated to show up. Another radio star takes Jan's place and sings several numbers.

Finally Jan and Al have words. A good sport, Al tears up the contract and leaves. He realizes he has injured Jan's chances by not waiting to let him develop into an operatic star.

Norma, who has a grand voice, gets Al's word to have Prof. Minotti hear her sing in a church choir. Determined not to wreck her life, Al begs Minotti to discourage her. Minotti declines after hearing her sing, so Al does.

Broken in spirit, Norma wanders across a busy intersection and is hit by an automobile. Al finds her in a hospital. He tells her the truth about her voice and then leaves her. He realizes he has messed up another life.

Conscious stricken, Al turns over the fortune he has saved as Jan's manager to Minotti with instructions that the youth, now out of work and broke, be taken to Italy and given the very best of voice instruction.

Al meets Norma at the dock, to say good bye to Jan and Minotti. Then Norma suddenly realizes it is Al she loves and not Jan.

BIOGRAPHIES

**HOLLYWOOD
Hobbies**



Pat O'BRIEN

Never misses a football game. He was a star at Marquette University.

Magic—in boyhood he wanted to become a magician—or a broncho buster—and still makes hobbies of slight of hand and horseback riding.

Acting—a hobby as well as a profession. Now in "Stars Over Broadway."



Jean MUIR

Medicine—she intended to be a surgeon before becoming an actress.

Outdoor sports—Swimming, hiking, mountain climbing, horseback riding.

Singing—Takes vocal lessons. Sings for the first time in her screen career in "Stars Over Broadway."



James MELTON

Cooking—he claims to be an expert, much to his wife's annoyance.

Saxophone—also guitar and piano. Despite the fact that he is one of radio's greatest singers, he prefers to thrum on these instruments.

Sailing—owns and operates a twin screw cruiser. Now in "Stars Over Broadway" at the Theatre.

Mat No. 204—20c

CAST OF CHARACTERS

Al McGillevray.....	Pat O'Brien
Jan King.....	James Melton
Joan Garrett.....	Jane Froman
Norma Wyman.....	Jean Muir
Offkey Cramer.....	Frank McHugh
Minotti.....	William Ricciardi
Molly.....	Marie Wilson
Announcer.....	Frank Fay
Crane.....	E. E. Clive
Freddie.....	Eddie Conrad

PRODUCTION STAFF

Director.....	William Keighley
Screen Play by.....	Jerry Wald and Julius J. Epstein
Additional Dialogue by.....	Patsy Flick
Story by.....	Mildred Cram
Photography by.....	George Barnes
Film Editor.....	Bert L'Orle
Art Director.....	Carl Weyl
Gowns by.....	Orry-Kelly
Numbers staged and directed by.....	Busby Berkeley and Bobby Connolly
Music and lyrics by.....	Harry Warren and Al Dubin
Musical Director.....	Leo F. Forbstein

OFFICIAL BILLING

STARS OVER BROADWAY	100%
with	
Pat O'Brien—Jane Froman—James Melton	75%
Jean Muir—Frank McHugh	75%
Directed by William Keighley	20%
Numbers staged and directed by	
Busby Berkeley and Bobby Connolly	15%
Music and Lyrics by	
Harry Warren and Al Dubin	10%
A Warner Bros.	40%
Productions Corporation	5%
Picture	25%

JAMES MELTON

James Melton was born in Moultrie, Ga. After finishing High School, he attended the University of Florida, the University of Georgia and finally Vanderbilt University.

His college president advised him to abandon law for music, which he did. His first job was with an orchestra, in which he sang, played a saxophone, thrummed a guitar and thumped the piano at various times.

"Roxy" finally heard him and called him to New York. He has been singing for the radio ever since.

His first film production, in which he sings, is "Stars Over Broadway," which comes to the Theatre on

FRANK FAY

Frank Fay was born in San Francisco Nov. 7, 1896. He is a red headed, blue eyed, six foot Irish American. He was educated in the schools of New York City, between stage appearances, having made his debut as a Teddy Bear in "Babes in Toyland" at the age of five.

Fay has been a noted Broadway figure for years. He has been master of ceremonies at the Palace Theatre in New York, played in vaudeville and numerous stage productions.

In pictures he has recently appeared in "Show of Shows," "Under a Texas Moon" and "The Matrimonial Bed." His current production, "Stars Over Broadway," is now showing at the Theatre.

JANE FROMAN

Jane Froman was born in St. Louis, Mo., Nov. 10, 1911. She was educated in a whole host of colleges, starting when a child in a convent in Clinton, Mo., and going successively to Christian College, Columbia, Mo.; University of Missouri, at Columbia; Central College, Fayette, Mo.; Forest Park College, St. Louis and the Cincinnati Conservatory of Music.

While attending the latter school she was given an audition at a radio station in Cincinnati and a job. Later she went to New York where she has since been singing on chain broadcasting stations. She also has appeared in vaudeville and in the Ziegfeld Follies of 1934 and 1935.

Miss Froman makes her film debut in "Stars Over Broadway," which comes to the Theatre on

FRANK McHUGH

Frank McHugh has been on the stage since his early youth. Born in Homestead, Pa., of theatrical parents, Frank's earliest thoughts were of the theatre.

Following years as a trouper in many stock companies throughout the United States and Canada, he was induced by his friend, Frank Fay, to accept a role with the latter in "Bright Lights."

His latest pictures include "The Irish In Us," "Page Miss Glory," and "A Midsummer Night's Dream."

His current picture is "Stars Over Broadway" now showing at the Theatre.

PAT O'BRIEN

Pat O'Brien was born in Milwaukee, Wis., and educated at Marquette University where he studied law and starred in football. He gave up law to join a stock company and finally drifted to New York, making his first Broadway appearance in "Gertie."

This was followed by many other productions, and he was selected as one of the ten best actors of the stage for his performances in "The Up and Up" and "Overture."

His first picture work was in the role of Hildy Johnson in "The Front Page."

His most recent pictures are "The Irish In Us," "Page Miss Glory," and "Oil For the Lamps of China."

He is now appearing in "Stars Over Broadway" which comes to the Theatre on

JEAN MUIR

Jean Muir was born in New York City, received her education in private schools in the East, and upon graduation studied in Paris. She was suddenly called back to America and met John Drinkwater on the returning boat.

She shortly toured the country with his troupe, gaining valuable training with the great actor.

Her latest pictures include "A Midsummer Night's Dream," "Oil for the Lamps of China," and "The White Cockatoo."

Her current production "Stars Over Broadway," which comes to the Theatre on

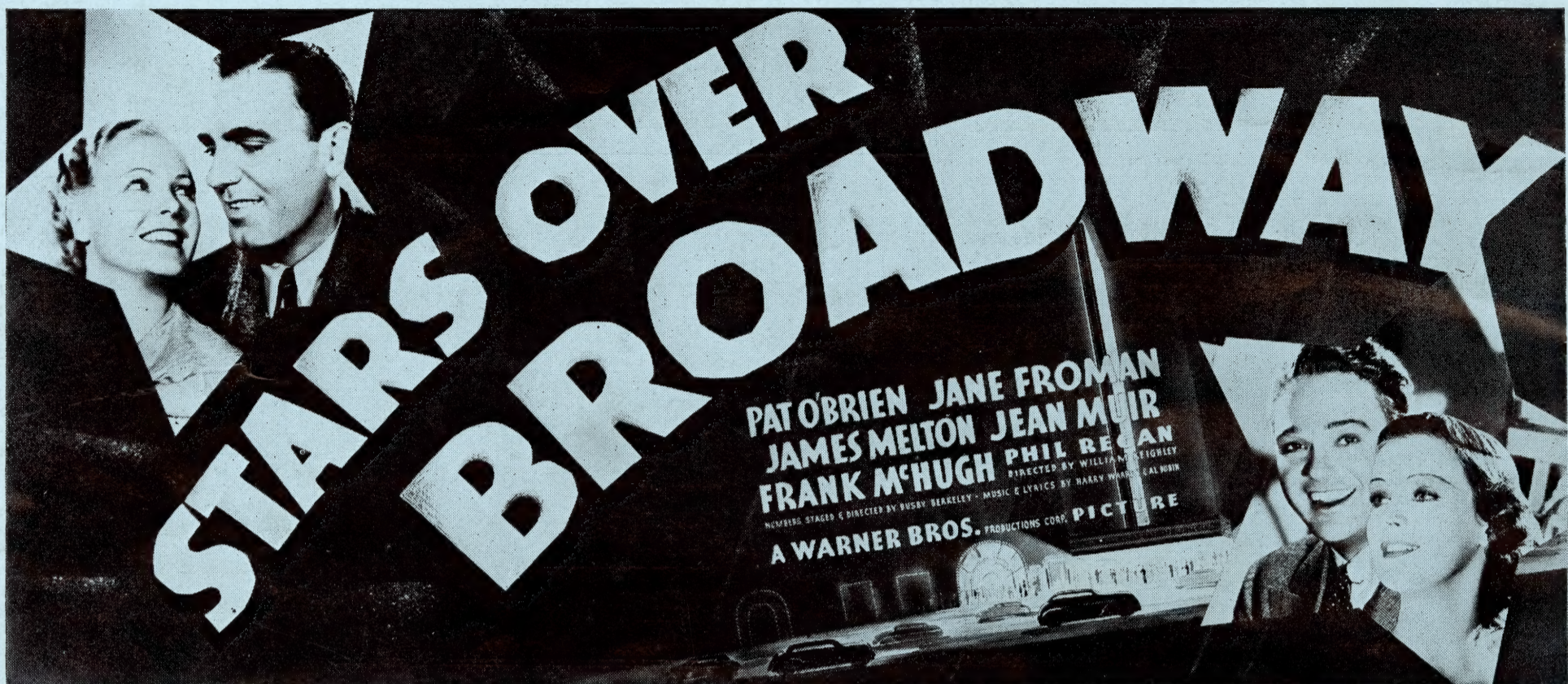
James Melton



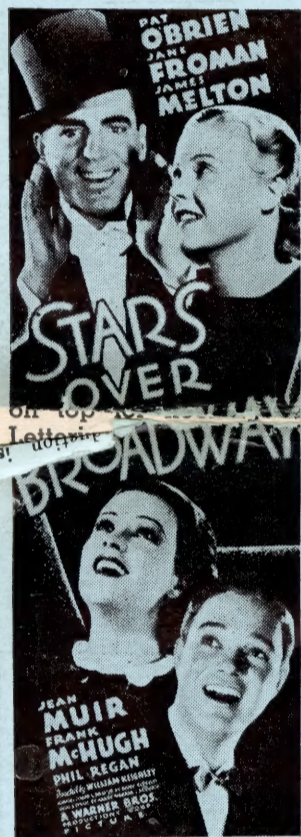
Among the "Stars Over Broadway," Warner Bros.' new musical comedy which opens at the Theatre on, is James Melton, one of radio's most famous singing stars, who makes his film debut in the picture.

Mat No. 106—10c

STARS OVER BROADWAY



24-SHEET DESCRIPTION: Lettering is yellow outlined by black shadow. Background is blue with heads in full color.



INSERT CARD

These Vitaphone Shorts Will Be Stars On Your Program!

And any one of 'em is good enough to put in lights on your marquee!

"PLAYGROUNDS" (Our United States Series) F. M. Newman shows you America's famous resorts in another one of his popular series. (11 minutes—No. 1902)

"REG'LAR KIDS" (Broadway Brevity Series). The Meglin Kiddies (Remember 'em in "Shipmates Forever?") sing, dance and joke in this all-color short. (18 minutes—No. 1001)

"BILLBOARD FROLICS" (Merrie Melody Series). A clever cartoon in color, with music and loads of laughs. (7 minutes—No. 9813)

EL BRENDEL in **"LONESOME TRAIL"** (Vitaphone Comedy Series). The popular Swedish comedian hits the high spots in two reels of laughs. (18 minutes—No. 1103)

"GOLD DIGGERS OF '49" (Looney Tune Series). Another laugh-packed cartoon comedy with all-class appeal. (7 minutes—No. 9713)



3-SHEET



WINDOW CARD



6-SHEET



SLIDE



1-SHEET AND MIDGET WINDOW CARD

PRICES

1-SHEETS	
1 to 49	15c each
50 to 99	13c each
100 and over	11c each
3-SHEETS	
1 to 24	40c each
25 and over	36c each
6-SHEETS	
1 to 9	75c each
10 to 19	70c each
20 and over	65c each
24-SHEETS	
Up to 24	\$2.00 each
25 and over	1.75 each
WINDOW CARDS	
1 to 49	7c each
50 to 99	6c each
100 and over	5 1/2c each
INSERT CARDS	
1 to 24	25c each
25 to 49	22c each
50 to 99	20c each
100 and over	18c each
HERALDS	
1M to 4M	\$3.00 per M
5M and over	2.75 per M
LOBBY DISPLAYS	
11x14 Photos (8 in set—colored)	75c a set
22x28 Photos (2 in set—colored)	80c a set
Slides	15c each
Stills	10c each
Midget Window Cards	4c each

(These prices apply to the U.S. only)

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